

VOGUE

ADVANCE
TRADE
EDITION

See Section Opposite Page 86

SUMMER ENTERTAINING
OLDER WOMEN'S FASHIONS

JUNE 15 1932 • PRICE 35 CENTS

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CNC



LE TOUQUET: Smart by virtue of simple lines that sculpture the figure. With simulated crocheted edgings in contrast.



DEAUVILLE: The moulded waistline and evening gown back follow the design of the season's loveliest formal things.



MONTAUK: With bodice top and separate belt—in such delightful colors as Barbaric Red, Exotique Blue and Desert Green.



the 1932
B.V.D. SURF SUITS

WITH
Evening Gown Backs

YOU'VE read about them, heard about them, seen them reported in the editorial pages of the smartest magazines! Now see them in person. Step, today, into your favorite shop and choose your new B. V. D. Surf Suit for the new season.

For it's going to be a far, far saner thing this summer, to risk an appearance in last year's evening gown than to brave the brilliance of the beach in anything less flattering, less smart, less "1932" than one of these new Surf Suits by B. V. D.

These are the suits that placed B. V. D. as a new sun in Fashion's

sky! These are the suits that were the sensation of the Southlands; the suits with the graceful backs of the newest evening gowns; the suits with the high silhouetting waistlines; the smooth moulding lines around the hips; the shoulder straps that "stay put."

Do see them...do! See them in the new B. V. D. triumphs;

B · V · D

REG. U. S. PAT. OFF.

the new weaves that have the air of the finest hand-knitting of France...in Perl-Knit and that newest of the new, Ripple-Knit.

The unforgivable sin this summer will be to greet the sea and the sands in an old-fashioned bathing suit. Why be found guilty, when with so little expense you can be so very smart with B. V. D.?

Some smart shop in your vicinity has these new 1932 B. V. D. Surf Suits! Send us your name and we'll be happy to tell you just how near it is. The B. V. D. Co., Inc., Empire State Building, New York City.



SANREMO: Two-piece suit with simulated crocheted edges on the shirt to carry out the contrasting color of the trunks.



MALIBU: This dramatically daring swim suit invites the maximum sun-tan. Brassiere top and separate trunks.



SAN TROPEZ: Backless, in a manner very Rue de la Paix. Contrasting shoulder straps cross and tie in sash effect.

ACCESSORIES

add sauce of smartness to
your BEACH ENSEMBLE

Ted, who has persuaded Dorothy, Phyllis and Joan to pose, has a keen eye for effect—although he probably couldn't analyze how a costume gets that way. Any woman, however, will recognize the distinction of the accessories which make these beach costumes so enchanting. They are the United States Rubber Company's new designs. Made to sell at reasonable, *domestic* prices. Waiting for you in any store with a "Beach Wear" department worth mentioning.

DOROTHY'S coat is Terry cloth in plain colors. She chose blue. *You* may prefer red, green or white. Her aviator cap is a "U.S." Fabricap, a rubber *tricot* as soft and flattering as the knitted Jersey it resembles. . . . **PHYLLIS'** coat is white toweling with striped scarf-ends and a square, striped yoke behind. Both Phyllis' coat and Dorothy's are rubberized inside the back panel to preserve amicable neutrality between a wet bathing suit and the seat of the new roadster.

PHYLLIS' "U.S." Moulded Diver is stamped with a feather design that makes her look like a pretty saucy bird. Red, blue, green, yellow—oh, all the good colors! . . . **JOAN'S** cap is something very, very good and very, very new. A "U.S." Silhouette turban cut in sections and moulded to the head with that clever intricacy of tailoring that gives French clothes their utter sophistication. Observe the 1932 tilt and the Roman-stripe inset in an otherwise white cap.

JOAN'S new sandals—of basket-weave rubber with crepe soles and slenderizing Cuban heel—are terribly smart. Likewise Phyllis' strap shoes in Water-weave rubber! . . . You can't help loving Dorothy's "U.S." Waterboy dog. He has such good markings and such a kind face! She calls him "Sport"—wouldn't you? The bag she has been trying to teach him to "fetch" is made of Terry cloth to match her coat. It has a wooden frame—and a sea-going rope handle.



Drawn by Gladys Rockmore Davis



COATS, CAPS, SHOES, WATER-TOY, BEACH BAG
MADE BY THE UNITED STATES RUBBER COMPANY

Take Your Sports in VICTOROY!



*W*HAT a fabric for sportswear — this Victoroy! So light, so pliant, so marvelously soft and cool. So durable.

And how beautifully it washes! Actually, it comes out of the tub even smarter and more attractive than new.

Victoroy is the new fine rib feather-weight corduroy stylists are finding so appropriate for the simple, almost mannish sports styles in vogue this year.

It's appearing at the fashionable resorts, on your own club veranda, and in town. Sometimes a fetching little westcot, or a breezy jacket. Then again it is revealed as a fascinating topcoat, a smartly cut separate skirt or a smooth hanging frock. To say nothing of intriguing beach robes, sports frocks, hats — and even summer bags.

You'll succumb to Victoroy the moment you see it in one of its many lovely delicate shades, lending charm to some sports costume you simply cannot do without.

Why not investigate Victoroy the next time you shop? You'll find it ideal for all summer occasions and equally nice for fall.

HOWLETT and HOCKMEYER CO.

71 West 35th Street • New York

MADE OF
VICTOROY

ONLY
GENUINE
VICTOROY
GARMENTS
CARRY
THIS
LABEL

The models illustrated are the newer Victoroy fashions. Retailers not already showing them will be given manufacturers' names on request.



For The Bride

Clouds of white train—the new short lace veil, held by a filet of pearls—lilies worn, not carried—a bridal gown by Henri Bendel, whose creations have for years distinguished lovely brides and important weddings.

Henri Bendel Inc.
West Fifty-Seventh Street



Doubtless you know by now
you can't judge sheets by their price tags

"SIX years ago!" you say to yourself. "Or was it seven? Anyhow here are my first WAMSUTTA sheets still as lovely and smooth . . . and just as strong as they ever were.

"WHAT was the idea in buying those bargain sheets to fill in with? 'Exactly as good as WAMSUTTA, Madam, and just compare the prices!' That's what the salesman said. And that's all I did compare . . . Unfortunately!"

Consider *all* the facts: the lovely smoothness of Wamsutta . . . its old, old reputation for laundering better . . . the balanced strength and sheerness of it, which enables a Wamsutta sheet to last six years or more. That brings the cost down to 55 cents (or less) a year, at today's low prices. Little enough for almost anybody. And remember, you can match Wamsutta's lovely colors with the finest of blankets . . . the famous North Star line.

WAMSUTTA MILLS, Founded 1846, NEW BEDFORD, MASS.
 NEW YORK SALES OFFICE, 180 MADISON AVENUE



WAMSUTTA SHEETS AND PILLOW CASES



Von Horn

SHEER COOLNESS... The daintiest, freshest, loveliest summer cotton in the world . . . embroidered mull . . . in any of the soft pastel shades. And if you've followed your Paris fashions, you know that cotton fabrics are leading in chic this summer. It's nice, too, that these dresses tub so successfully.

(Left) This little short-sleeved dress has matching jacket . . . **\$19.50**

(Center) You'll like the graceful cape collar, and the two-toned belt and flowers of this one-piece dress . . . **\$16.50**

(Right) The surplice closing makes this a lovely dress for all ages. It is one-piece, and has a velvet sash . . . **\$16.50**

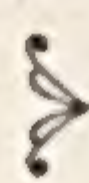
Colors: White, eggshell, flesh, peach, powder-blue, maize, green.

FEATURED BY STORES OF CHIC, INCLUDING

• **THE TAILORED WOMAN**

632 FIFTH AVENUE, NEW YORK. 650 NORTH MICHIGAN AVENUE, CHICAGO

GOLDFLEX



CREATED AND DISTRIBUTED IN THE U. S. BY WILKIN-MALITO, INC., 500 SEVENTH AVE., NEW YORK, AND IN CANADA BY GOULD SAMUEL & CO., LTD., MONTREAL. SOLD BY ALL GOLDFLEX DEALERS

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S 3581

6037

Princess lines with an empire feeling. The longer the skirt, the more formal the frock. 34 to 42. Vogue Special S3581. \$1.00.

A one-piece frock with a short fitted jacket that has cape sleeves. Sizes 12 to 20; 30 to 38. No. 6037. Price 75c.

An afternoon dress that twists itself into a smart line in front and ties cleverly behind. Sizes 34 to 48. No. 6038. Price 75c.

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Lansburgh & Bro.,
S. Kann Sons Co.

FLORIDA
JACKSONVILLE
Cohen Bros.
LAKELAND
The Silk Shoppe

CONNECTICUT
BRIDGEPORT
The D. M. Read Co.
DANBURY
John McLean, Inc.
GREENWICH
The Charles N. Mead
Company
HARTFORD
Sage-Allen & Co.,
Incorporated,
G. Fox & Company
MERIDEN
The Ives, Upham &
Rand Company
MIDDLETOWN
The James H. Bunce
Company
NEW BRITAIN
Davidson & Leventhal
NEW HAVEN
The Edw. Malley Co.
STAMFORD
The C. O. Miller Co.
WATERBURY
The Miller & Peck
Company

DELAWARE
WILMINGTON
Crosby & Hill Co.

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Patterns

The better the pattern, the better the dress. If you have ever made your clothes, or had them made, you know only too well how true that is. And, since you spend many dollars on your material, is it not good economy to spend a few extra pennies on your pattern? Vogue Patterns are sometimes a bit more expensive—but they're always a lot more economical. Those few extra cents are style-insurance, without which finest fabric and skillful sewing count for nothing. It takes a Vogue Pattern to make a "Vogue" dress.



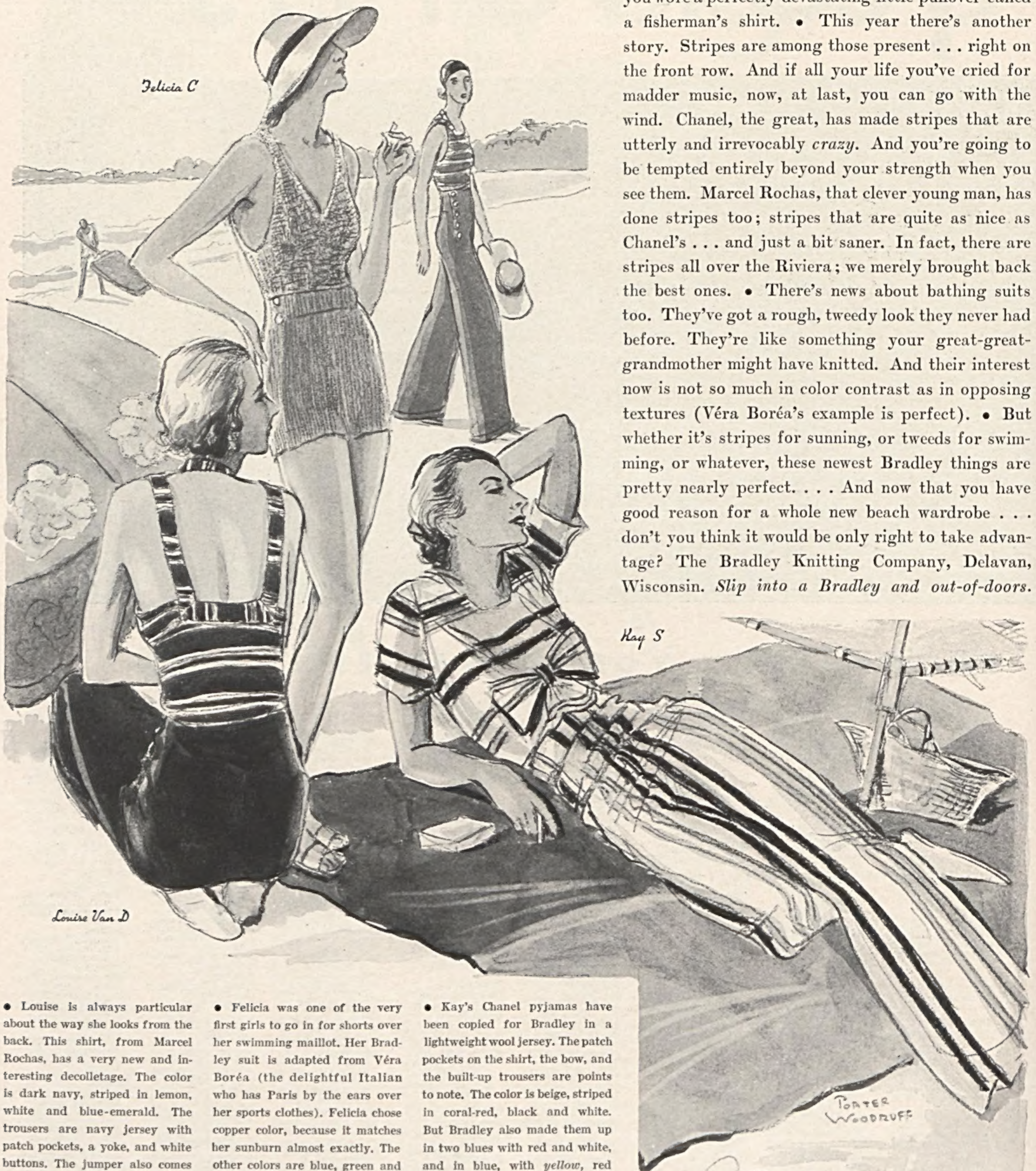
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SHOPS SELL VOGUE PATTERNS

- | | | | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| ATLANTIC CITY
M. E. Blatt Co., The Department Store of Atlantic City | BUFFALO
Flint & Kent, Adam, Meldrum & Anderson Company, J. N. Adam & Co., The Wm. Hengerer Company | YONKERS
Marshall Matheson Company | OKLAHOMA CITY
The Kerr Dry Goods Company | SHARON
The Sharon Store | FORT WORTH
Monnig's, The Fair, Schermerhorn Co. | WEST VIRGINIA
Coyle & Richardson | VICTORIA
Hudson's Bay Co. |
| EAST ORANGE
R. H. Muir, Inc., B. Altman & Co. | ELIZABETH
Wolper's | NORTH CAROLINA
ASHEVILLE
Bon Marché, Inc. | TULSA
The Brown-Dunkin Dry Goods Company, The Vandever Dry Goods Co., Inc. | STROUDSBURG
A. B. Wyckoff | HOUSTON
Foley Brothers Dry Goods Company, Levy Bros. Dry Goods Company | HUNTINGTON
Anderson-Newcomb Company | MANITOBA
WINNIPEG
Hudson's Bay Co., The T. Eaton Co. Limited |
| MONTCLAIR
Louis Harris | HEMPSTEAD, L. I.
The Franklin Shop, Incorporated | CHARLOTTE
J. B. Ivey & Co. | OREGON
EUGENE
McMorran & Washburne | WILLIAMSPORT
L. L. Stearns & Sons | SAN ANTONIO
The Wolff & Marx Company | PARKERSBURG
The Surprise Store | NEW BRUNSWICK
ST. JOHN
Manchester Robertson Allison Limited, 27 King St. |
| MORRISTOWN
Crane, Incorporated | ITHACA
Rothschild Bros. | GREENSBORO
Ellis, Stone & Co. | PORTLAND
Meier & Frank Co., Olds, Wortman & King | YORK
Charles H. Bear & Company | WACO
The Goldstein-Migel Company | WHEELING
Stone & Thomas | NOVA SCOTIA
HALIFAX
The Wood Brothers Co., Ltd. |
| NEWARK
L. Bamberger & Co., Kresge Department Store, Hahne & Company | JAMAICA, L. I.
B. Gertz, Inc., Jamaica Ave.-162nd St. | RALEIGH
Boylan Pearce Co. | SALEM
The Miller Mercantile Company | RHODE ISLAND
PROVIDENCE
Gladding's, Inc., The Shepard Stores | UTAH
SALT LAKE CITY
Zion's Co-operative Mercantile Institution | WISCONSIN
APPLETON
The Pettibone-Peabody Company | ONTARIO
HAMILTON
Finch Brothers, Ltd., 29 King St., West, The T. Eaton Co., Limited |
| NEW BRUNSWICK
P. J. Young Dry Goods Company | JAMESTOWN
The Silk & Specialty Shop | WILMINGTON
Belk-Williams Co. | PENNSYLVANIA
ALTOONA
The Wm. F. Gable Company | SOUTH CAROLINA
CHARLESTON
The Kerrison Dry Goods Company | VERMONT
BURLINGTON
F. D. Abernethy, Inc. | JANESVILLE
J. M. Bostwick & Sons | LONDON
Smallman & Ingram, Limited, 149-157 Dundas Street |
| PATERSON
Meyer Brothers | KINGSTON
Rose & Gorman, Inc. | WINSTON-SALEM
Ideal Dry Goods Co. | ALLENTOWN
Hess Brothers | CHARLESTON
The Kerrison Dry Goods Company | VIRGINIA
DANVILLE
L. Herman | KENOSHA
The Barden Store Co. | OTTAWA
Murphy-Gamble, Ltd., Sparks Street |
| PLAINFIELD
Tepper Bros. | MIDDLETOWN
Tompkins Dry Goods Company | NORTH DAKOTA
GRAND FORKS
R. B. Griffith Co. | ARDMORE
Strawbridge & Clothier | CHARTER
The Kerrison Dry Goods Company | LYNCHBURG
D. Moses & Co., Inc., Guggenheimer's, Inc. | MADISON
Harry S. Manchester, Inc. | ST. CATHARINES
Canadian Department Stores Limited, 17 St. Paul St. |
| RUTHERFORD
William F. Telschow | NEWBURGH
Wm. T. Brown & Son | OHIO
AKRON
The A. Polsky Co., The M. O'Neil Co. | BETHLEHEM
The Bush & Bull Corporation | GREENVILLE
Meyers-Arnold Co. | NEWPORT NEWS
Sol Nachman's Department Store | MILWAUKEE
The Boston Store | TORONTO
The Robert Simpson Company, Limited, The T. Eaton Co., Limited |
| TRENTON
Swern & Company, H. M. Voorhees & Bros., 131-135 East State St. | NEW ROCHELLE
Ware's | CINCINNATI
H. & S. Pogue Co., The John Shillito Co. | BUTLER
A. Troutman's Sons Co., Incorporated | SOUTH DAKOTA
ABERDEEN
Olwin-Angell | NORFOLK
Smith & Welton, Inc. | RACINE
Zahn Dry Goods Co. | QUEBEC
MONTREAL
Henry Morgan & Company, Limited, The Robert Simpson Montreal Limited, The T. Eaton Co., Limited, Jas. A. Ogilvy's Ltd. |
| UNION CITY
Holthausen | POUGHKEEPSIE
Luckey, Platt & Co. | CLEVELAND
The Halle Bros. Co., The Higbee Company, The Wm. Taylor Son & Company | ERIE
Trask, Prescott & Richardson Co. | TENNESSEE
CHATTANOOGA
Miller Bros. Co. | PETERSBURG
Rucker Rosenstock Incorporated | CASPER
Kassis Dry Goods Co. | SASKATCHEWAN
SASKATOON
Hudson's Bay Co. |
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NEW YORK CITY
B. Altman & Co., Lord & Taylor, John Wanamaker, R. H. Macy & Co., Incorporated, Jas. McCutcheon Co., James McCreery & Company, Arnold Constable & Co., Incorporated, Stern Brothers, Bloomingdale Bros., Incorporated | ROCHESTER
McCurdy & Company, Incorporated, Sibley, Lindsay & Curr Company | COLUMBUS
The F. & R. Lazarus & Company | HARRISBURG
Pomeroy's, Inc. | KNOXVILLE
S. H. George & Sons | SEATTLE
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Albert's Inc. | |
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The Rike-Kumler Co. | LANCASTER
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S. H. Heironimus Co., Incorporated | SHERIDAN
Stevens, Fryberger & Company | |
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The Chas. N. Mead Co. (Mead's-Scarsdale) | LANCASTER
Chas. P. Wiseman & Company | NEW CASTLE
The Strouss-Hirshberg Company | NASHVILLE
Cain-Sloan Co., Lebeck Bros., 514 Church St., Loveman, Berger & Teitlebaum | WASHINGTON
BELLINGHAM
J. B. Wahl Store | PORTO RICO
SAN JUAN
P. Gulisti & Co., Inc., Calle Allen 27 | |
| | SCHENECTADY
H. S. Barney Co. | LIMA
R. T. Gregg & Co. | PHILADELPHIA
John Wanamaker, Strawbridge & Clothier, Gimbel Brothers | TEXAS
AMARILLO
White & Kirk, Inc. | WALLA WALLA
A. M. Jensen Co. | CUBA
HAVANA
Victor Campa Y Ca., S. en C. | |
| | SYRACUSE
Dey Brothers & Co. | NEWARK
John J. Carroll | PITTSBURGH
Joseph Horne Co., Kaufmann's, Boggs & Buhl, Gimbel Brothers | AUSTIN
T. H. Williams & Co. | | CANADA
ALBERTA
CALGARY
Hudson's Bay Co. | |
| | TROY
G. V. S. Quackenbush & Company | TOLEDO
The Lasalle & Koch Company, The Lamson Bros. Co. | READING
Pomeroy's, Inc. | BEAUMONT
The Rosenthal Dry Goods Company | | EDMONTON
Hudson's Bay Co. | |
| | UTICA
The Fitzgerald Silk Shop, Incorporated | YOUNGSTOWN
The G. M. McKelvey Company, The Strouss-Hirshberg Company | SCRANTON
Scranton Dry Goods Company | DALLAS
Titcher-Goettinger Co., A. Harris & Co. | | BRITISH COLUMBIA
VANCOUVER
Hudson's Bay Co. | |
| | WATERTOWN
Smith & Percy, Inc. | | | EL PASO
Popular Dry Goods Company | | | |
| | WHITE PLAINS
Ackerman & Cantor, Incorporated | | | | | | |

Our best-dressed beaches are all of a stripe

LAST YEAR your bathing suit was probably white, your pyjamas were the color of a Brittany sail, and you wore a perfectly devastating little pullover called a fisherman's shirt. • This year there's another story. Stripes are among those present . . . right on the front row. And if all your life you've cried for madder music, now, at last, you can go with the wind. Chanel, the great, has made stripes that are utterly and irrevocably *crazy*. And you're going to be tempted entirely beyond your strength when you see them. Marcel Rochas, that clever young man, has done stripes too; stripes that are quite as nice as Chanel's . . . and just a bit saner. In fact, there are stripes all over the Riviera; we merely brought back the best ones. • There's news about bathing suits too. They've got a rough, tweedy look they never had before. They're like something your great-great-grandmother might have knitted. And their interest now is not so much in color contrast as in opposing textures (Véra Boréa's example is perfect). • But whether it's stripes for sunning, or tweeds for swimming, or whatever, these newest Bradley things are pretty nearly perfect. . . . And now that you have good reason for a whole new beach wardrobe . . . don't you think it would be only right to take advantage? The Bradley Knitting Company, Delavan, Wisconsin. *Slip into a Bradley and out-of-doors.*



• Louise is always particular about the way she looks from the back. This shirt, from Marcel Rochas, has a very new and interesting décolletage. The color is dark navy, striped in lemon, white and blue-emerald. The trousers are navy jersey with patch pockets, a yoke, and white buttons. The jumper also comes in beige (very good this year), striped in black, white and Castilian red. (No. 7227; about \$12.50.)

• Felicia was one of the very first girls to go in for shorts over her swimming maillot. Her Bradley suit is adapted from Véra Boréa (the delightful Italian who has Paris by the ears over her sports clothes). Felicia chose copper color, because it matches her sunburn almost exactly. The other colors are blue, green and black, and the suit comes in marl effect, as well as in solid colors. (No. 27161B; about \$12.50.)

• Kay's Chanel pyjamas have been copied for Bradley in a lightweight wool jersey. The patch pockets on the shirt, the bow, and the built-up trousers are points to note. The color is beige, striped in coral-red, black and white. But Bradley also made them up in two blues with red and white, and in blue, with yellow, red and white. (No. 7226; about \$15.)
From a letter of LISA POTTER,
BRADLEY SHOPPING ADVISER

EVEN AMONG SO MANY

Beautiful women

SHE WAS STARTLING

LUNCH at the Colony is always an engaging affair. For, apart from the exquisite cuisine and the service, it would seem that the most enchanting women in cosmopolitan circles have chosen this hour to make it their rendezvous.

As I sat there one day, idly estimating on the qualities that marked these women as distinctive, a laughing figure dropped into the chair across from me.

It was Bianca (I wish I could tell her real name), late, as usual, but so startlingly beautiful that I forgave her at once. The cream of the walls and the rich reds of the simple room were a perfect foil for her brunette loveliness. Her soft scarf threw into relief the gardenia-texture of her skin.

Since the study of beauty is with me an absorbing pastime, I could not resist plunging at once into intimate discussion.

"Bianca, your features are by no means perfect. Yet you are the most beautiful woman in this room. What is your secret?"

"Want the address of my dressmaker?" She grinned. "Don't you know *you're* the reason for my metamorphosis?"

"You taught me to keep my skin clean, and healthy, and soft. . . . Yet, you know, I think the most important thing you taught me was to be intelligent about my face powder."

"Most of the girls I know take thorough care of their skins, then hide their beauty beneath a thick dull coating."

I was glad, of course, to hear Bianca confirm my personal beliefs. It seems so important to me that powder be of a weight that will not deaden the natural transparency of the skin. That it be blended so as to impart a smooth evenness to the complexion.

It is because Pompeian Beauty Powder fulfils these many requirements that it is becoming the chosen face powder of those who could afford the most expensive toilettries.

JEANETTE DE CORDET



SIXTY CENTS THE BOX

PARIS

NEW YORK

LONDON



LUNCH AT THE COLONY

WHY POMPEIAN IS A "BEAUTY POWDER"

- 1 The natural transparency of the skin is not masked. Soft, and fine, and light in weight, Pompeian does not hide the warm living texture of the flesh.
- 2 It gives an even, smooth effect. Though light in weight, the powder clings with the gentle persistence of flower-dust on a rose petal. Perfectly blended, it applies evenly and smoothly.
- 3 It tones the skin. Careful study has evolved seven perfect powder shades, among which you are sure to find the one exactly right for you. Choose the tone a slight shade darker than the skin. Thus you enhance the natural beauty of the skin tone to a thing of breath-taking loveliness.
- 4 Its purity is but part of its protection. Pure ingredients protect you from the infections caused by impure powders. In addition Pompeian protects your skin from the coarsening effects of exposure. It will not dry the skin.
- 5 It has a pleasant fragrance. The perfume is a pure flower fragrance from the famous Grasse district. A special process assures you fragrance till the last powder dust is used.
- 6 Would you like us to send you a generous box of Pompeian Beauty Powder (not a sample) and introductory tubes of the Pompeian Creams? Send 10c to the Pompeian Laboratories, Bloomfield, N. J., stating the powder shade you regularly use.



PACEMAKER HUDSON EIGHT SPECIAL SEDAN—STERLING SERIES—BRILLIANT EXTERIOR COLORS WITH COMPLEMENTARY INTERIOR PASTEL TONES
APPOINTMENTS FINISHED IN SILVER AND IVORY

THE FINEST THING that could be said about the new Hudson Eight is that it reflects the greatest single advance in all Hudson's twenty-three years. Most significantly, that statement implies, what is the literal fact, that this is the Pacemaker of all Hudson pacemakers, without rival in brilliant performance, inspired style, or actual money value. HUDSON MOTOR CAR COMPANY, DETROIT.

HUDSON
THE PACEMAKER

CARTE DU JOUR FOR SUMMER DINING

Peach AND Celery AND Salad green*

A STEP off the Place Vendome, and you're standing among the stalls of the Marché St. Honoré.

Ah . . . you know the spot . . . that riot of buxom vegetables and willow baskets! Well, we're there to study color. Tender greens and ripe yellows . . . the red of the raspberry and the pink of baby hams.

For these tints of the summer dinner-table appear again in the semi-formal frocks of the feminine diners. And Beaucaire, the crepe of swirly folds and "dry" finish, is delicious in these clear pastels.

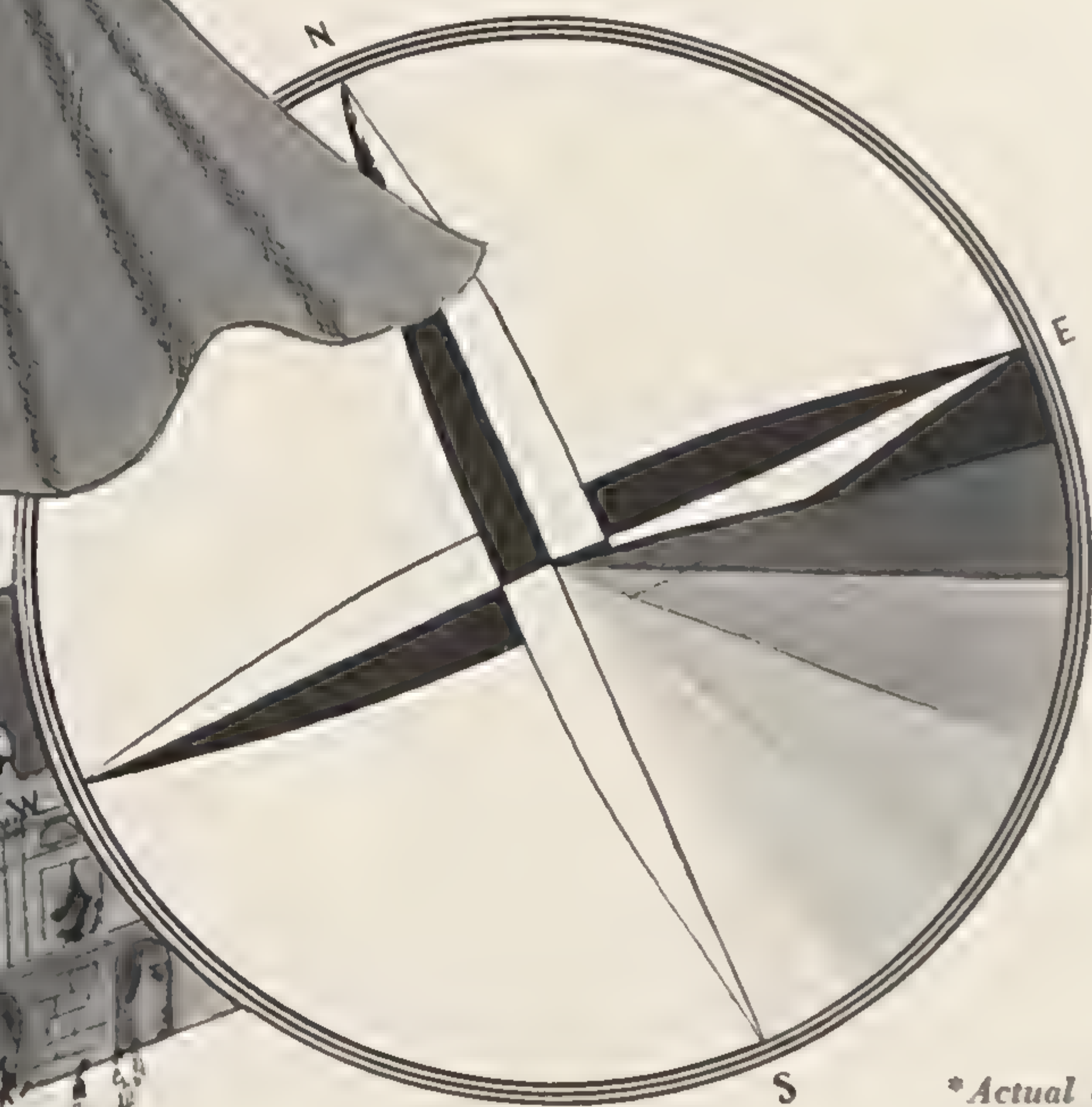
Every Beaucaire shade, in fact, is dyed to sample from Marshall

Field & Company's Paris office. They're true couture colors . . . look for them in Crepe Beaucaire, at the best shop in your city. Bear in mind, too, these

Vital statistics on a warm-weather silk

1. Crepe Beaucaire is washable and dry-cleanable; shrinkage reduced to a minimum.
2. It's every thread silk, and the right number of threads both ways to make a durable cloth, even for sports wear.
3. Protected against wearing and fraying —the silk that won't pull out at seams!
4. Delightful drapery quality with enough body to keep it from mussing.
5. And always full 39 inches wide, in correct weight, at a reasonable price.

"Pastels clear and continued cool," predicts the color-vane girl, scanning the fashion world from the Vendome column. She's looking very fresh herself, dressed for daylight dining on a summer evening. Your style-bright eye will catch that billowy sleeve . . . especially new when the sheer lace is dyed to contrast delicately with the flat crepe frock. And *don't* miss that decolletage! It's in reverse: a high back and a low front.



*Actual couture colors in Crepe Beaucaire. Send for samples.

BEAUCAIRE

THE CLASSIC FLAT CREPE IN COUTURE COLORS

ONE OF THE SILKS BEAU MONDE FAMILY, FOUNDED BY MARSHALL FIELD & COMPANY, MANUFACTURERS . . . CHICAGO . . . NEW YORK . . . PARIS

VOGUE'S TRAVEL DIRECTORY

Long Beach CALIFORNIA

Hotel Virginia. One of California's finest hotels. Spacious lawns. Overlooking Pacific Ocean. All recreations. American Plan. Unexcelled Cuisine. Golf.

Los Angeles

French Line. For rates, reservations, information, call or write Harold G. de Golia, G.P.A., 508 West 6th Street, Tucker 4231.

Pasadena

Vista del Arroyo Hotel and Bungalows. In the beautiful westerly residential section. On brink of Arroyo (canyon). 400 rooms. Open all year.

San Francisco

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to E. L. Nason, 675 Market Street, Sutter 1585.

French Line. For rates, reservations, information, call or write Lincoln Wilson, G.P.A., 219 Sutter St., Sutter 7557.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the aristocratic Ahwahnee. All year. American Plan. \$10 to \$16.00.

Brook Forest COLORADO

Brook Forest Inn. A Swiss Chalet in the Rockies. open April to November. Altitude 8000 ft. Riding horses. Edwin F. Welz, Owner. Ask for folder.

Parshall

Buckhorn Lodge. Ranch. Mountains, trout fishing, hunting, horses, guide, sports, camp fire, own dairy, garden, excellent cuisine, thoroughly modern. Booklet.

CONNECTICUT

Fishers Island, N. Y. via New London. Always Beautiful—Always Cool. Mansion House and Cottages. Reduced rates and rentals. Wm. F. Ingold, Mgr.

Waterbury

The Elton. In scenic Naugatuck Valley. The most attractive hotel in New England. Fireproof. On shortest, fastest route New York-Boston.

DISTRICT OF COLUMBIA

Washington

French Line. For rates, reservations, information, call or write James F. Nolan, G.P.A., 1429 Eye Street, N. W., Metropolitan 1440.

Atlanta GEORGIA

French Line. For rates, reservations, information, call or write Philip Lutz, G.P.A., 616 Healey Building, Main 4000.

Chicago ILLINOIS

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to T. J. Wall, 71 E. Jackson Blvd., Wabash 1904.

French Line. For rates, reservations, information, call or write F. C. Bush, G. P. A., 306 North Michigan Avenue, Central 5969.

French Lick INDIANA

French Lick Springs Hotel. Smart—Sophisticated—Spa—Europe's famous pleasure & health resort attractions. Climate—Ideal. Home of Pluto. Amer. Plan.

New Orleans LOUISIANA

French Line. For rates, reservations, information, call or write E. P. Belot, 718 Common Street, Main 6320.

Bethel MAINE

Bethel Inn. The Inn of Individuality. Unusual for Rest and Recreation. Reasonable rates. Nine-hole Golf course on our own grounds, free to guests.

Camden

Whitehall Inn. Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise." No hay fever. Golf, all sports on premises. Homelike. Excellent cuisine. Am. Plan. \$8-\$10 day. May-Oct. Booklet.

Ogunquit

Sparhawk Hall. At the Salt Water's Edge. Surf Bathing, Golf, Tennis, Fishing, Saddle Horses, Orchestra. Sprinkler System. Elevator. June 25-Sept. 15.

Poland Spring

Poland Spring House. Maine's foremost resort, open June to Oct. Mansion House, always open. Excellent 18-hole golf course. Home of Poland Water.

Prout's Neck

Black Point Inn. Overlooking ocean. Modern, finest appointments. Golf, tennis, bathing. Club atmosphere. Non-housekeeping cottages. Mrs. S. N. Boyd, Mgr.

The Willows. Enjoys patronage of a most exclusive clientele. Comfort and good food especially featured. Golf. Ocean bathing. Ownership management.

York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

Baltimore MARYLAND

French Line. For rates, reservations, information, call or write Hugh F. Coyle, G.P.A., 11 West Franklin Street, Vernon 7606.

MASSACHUSETTS

The Berkshires—Greenfield

The Weiden. European. (Fireproof.) "The Beautiful Home Hotel." All yr. 225 rms. Excellent table. Refined atmosphere. Golf. Very reasonable rates. Picture Bklt.

Boston

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to L. R. Hart, 405 Boylston Street, Kenmore 7351.

French Line. For rates, reservations, information, call or write A. K. Barrows, G.P.A., 421 Boylston Street, Commonwealth 5140.

The Lenox. The Brunswick. Two famous Back Bay hotels on either side of Copley Square. 8 dining rooms. Room tariff \$3-\$5. L. C. Prior, President.

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Hotel Somerset. Commonwealth Ave. One of Boston's foremost hotels. Quiet residential section. 7 minutes to all activities. Rooms with bath \$3.50 up. E. P.

Boston—Brookline

Hotel Beaconsfield. Catering to a clientele accustomed to all that is best. Convenient to down-town Boston. Rooms \$3.50 up. Garage.

Cape Cod—Chatham

Chatham Bars Inn. And 20 non-housekeeping cottages. Overlooking the ocean. Completely equipped for golf, tennis, motoring, bathing, sailing.

Gloucester

Hotel Thorwald. Overlooking the Atlantic Ocean. All summer sports. American Plan. Reduced Rates. Elevator Service. Open June 15 to Sept. 15.

Nantucket Island

Ocean House. 30 miles at sea. Two 18-hole golf courses. Bathing, boating, fishing, horseback riding, dancing. Ownership management, Frank Worth.

Swampscott

New Ocean House. On the cool Atlantic facing private beach . . . thoroughly modern. Catering to select clientele. Clement Kennedy, President. Booklet.

Detroit MICHIGAN

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to G. G. McKay, 1231 Washington Blvd., Cherry 7820.

French Line. For rates, reservations, information, call or write Rene P. Joubert, G.P.A., 1247 Washington Boulevard, Cherry 0911.

Minneapolis MINNESOTA

French Line. For rates, reservations, information, call or write H. Ellingsen, 123 South Third Street, Geneva 7741.

St. Louis MISSOURI

Canadian Pacific. For Trans-Atlantic, World Cruise & other steamship services apply to G. P. Carbrey, 412 Locust Street, Garfield 2135.

French Line. For rates, reservations, information, call or write Kenneth M. Jackson, G.P.A., 1022 Locust Street, Main 0682.

The New Jefferson. "Where the world meets St. Louis." An hotel of international repute. Famous cuisine. 800 rooms with bath, from \$3.00.

MONTANA

Bookings for western vacations. Write for details. Dude ranches, summer camps for sale or lease. Montana Vacations, Inc., Elk Park, Montana.

Augusta

Allan Ranch. Beyond all roads. Montana Rockies. Riding, Fishing, Hunting, Swimming (warm pool). Pack Trips. Informal. Limited number guests. Booklet.

Emigrant

Ox Yoke Ranch. A real stork ranch. 30 miles from Yellowstone Park. Bathroom in every cabin. Informal. Restricted clientele. References. Bklt. Charlie Murphy.

Hanover NEW HAMPSHIRE

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths, elevator. Highest type hotel service. State Roads. All outdoor sports and good living.

White Mountains—Bretton Woods

The Mount Washington. Opens July 2nd. Bretton Arms, opens June 18th. Famous for golf—two courses. C. J. Root, Mgr. N. Y. Office, 2 W. 45th St.

White Mountains—Crawford Notch

Crawford House. Distinctive mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

White Mountains—Dixville Notch

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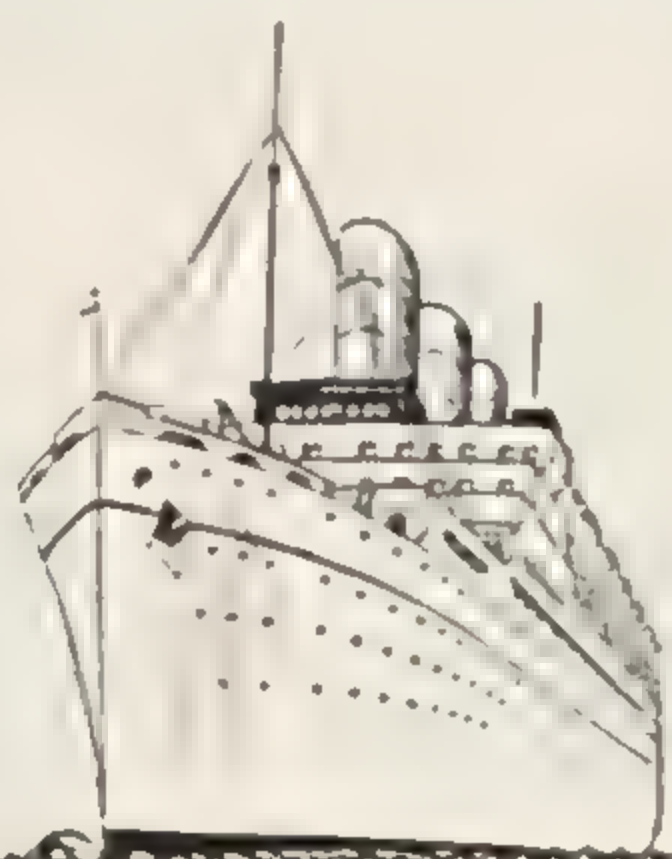


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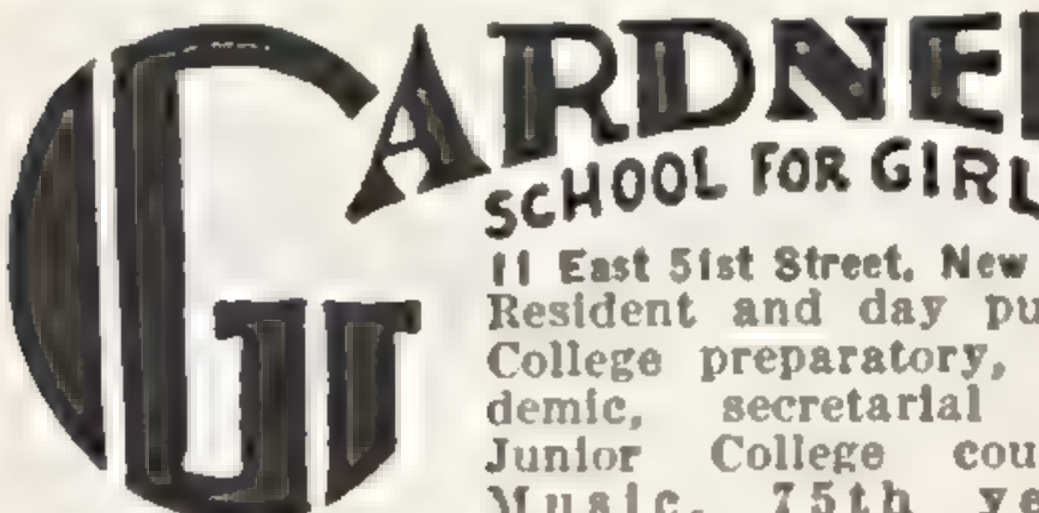
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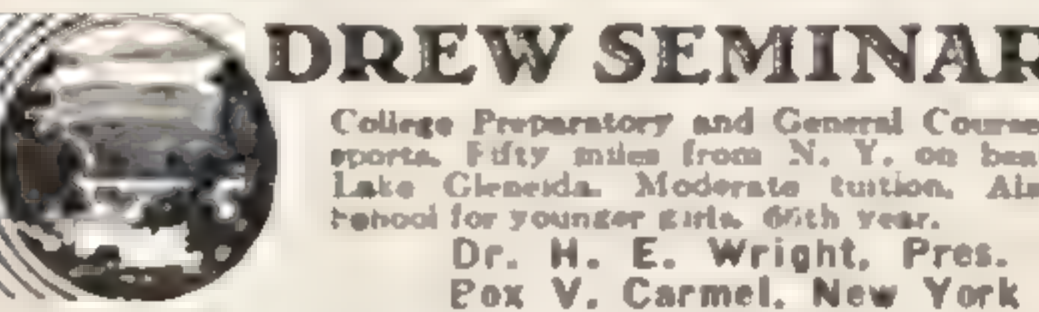
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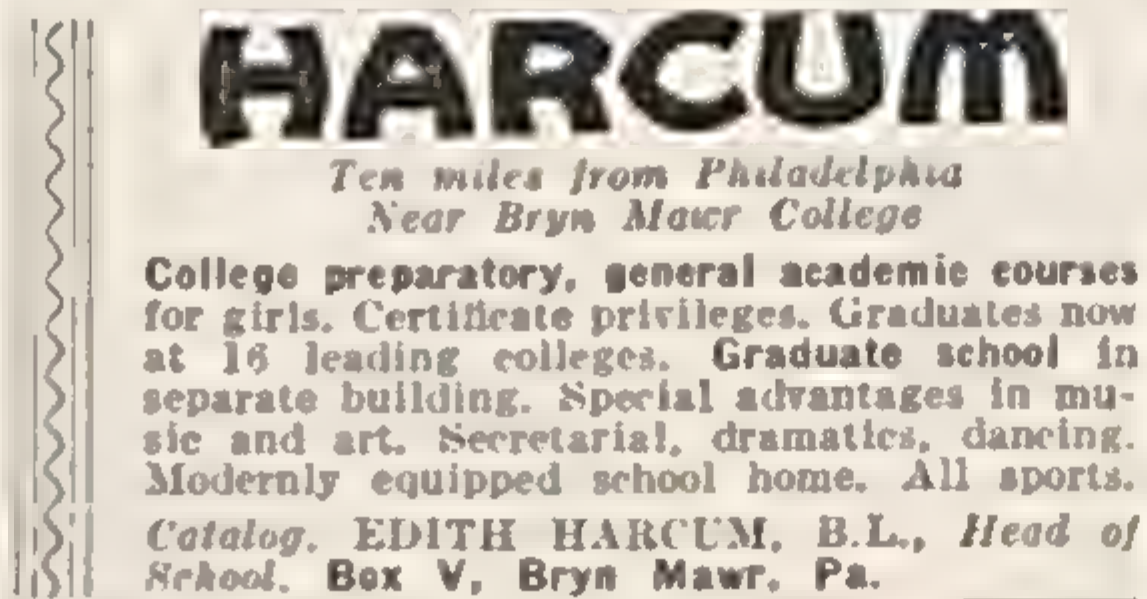
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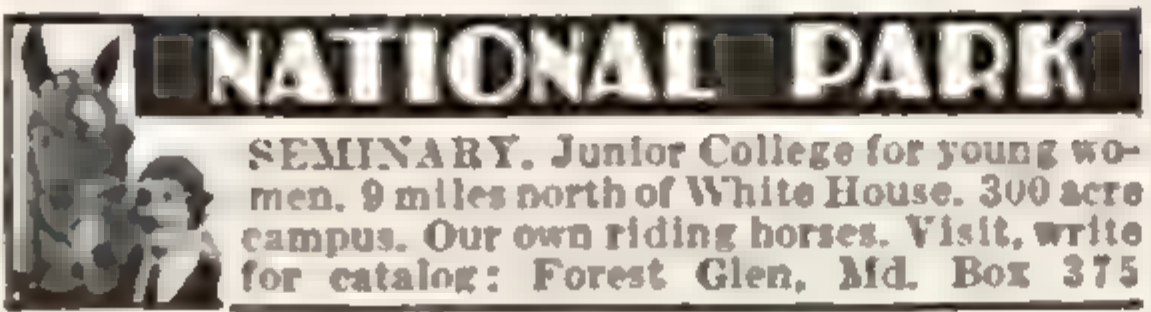
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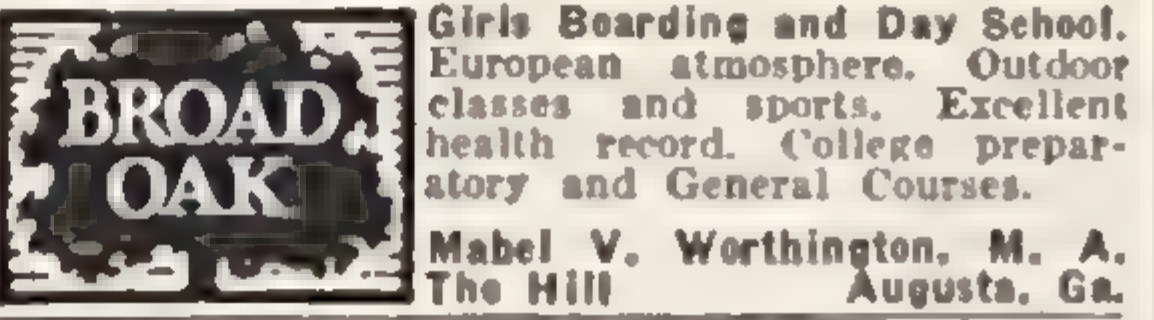
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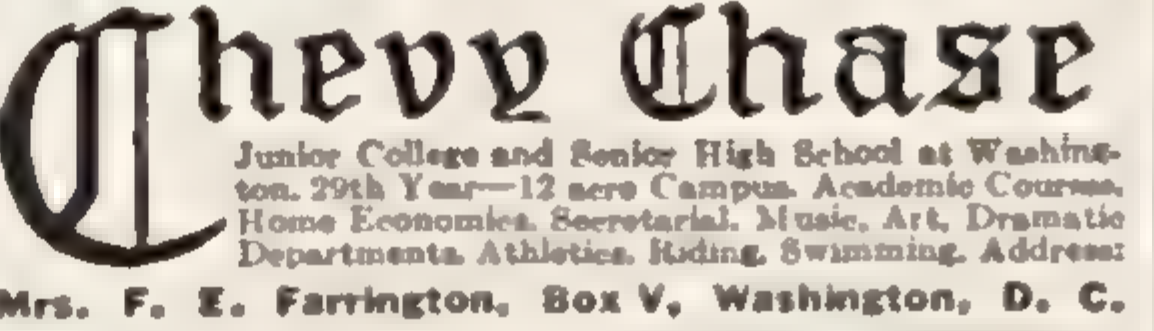
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SOCIETY

THE SHOPS OF VOGUE

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ESTABLISHED 1888

ENGAGEMENTS

NEW YORK

Asher-Hinkle—Miss Elizabeth Asher, daughter of Mr. and Mrs. Clyde B. Asher, of Washington, D. C., to Mr. Peyton L. Hinkle, son of Mr. and Mrs. Eugene E. Hinkle, of New York City and Southport, Connecticut.

Birge-Albright—Miss Claire Birge, daughter of Mr. and Mrs. Walter W. Birge, to Dr. Fuller Albright, of Boston, Massachusetts, son of the late John J. Albright, of Buffalo.

Birge-Pernes—Miss Grace Blackmore Birge, daughter of Mr. and Mrs. Walter W. Birge, to Mr. Manuel J. Bon de Sousa Pernes, of London and Paris, son of Mr. and Mrs. P. Bon de Sousa Pernes, of Paris, France.

Emerson-Harts—Miss Lillian Emerson, daughter of Mrs. Franklin Silas Terry, of New York City and "Inthe-oaks," Black Mountain, North Carolina, to Mr. William Wright Harts, junior, son of General William Wright Harts and Mrs. Harts, of Washington, D. C.

Thomas-Blom—Miss Mary Sefton Thomas, daughter of Mr. and Mrs. Robert Leftwich Dodge, of New York City, Sefton Manor, Mill Neck, Long Island, and Paris, France, to Mr. Frans Blom, son of Mr. and Mrs. Alfred Blom, of Copenhagen, Denmark.

WEDDINGS

NEW YORK

Bartholet-Ives—On May 14, Mr. Paul Bartholet, son of Mr. Anthony A. Bartholet, of Zurich, Switzerland, and Miss Elizabeth Ives, daughter of Dr. Frederick Merwin Ives and Mrs. Ives, of New York City and "Dingle Ridge Farm," Brewster, New York.

Reynolds-Rhoades—On April 8, in the Church of the Transfiguration, Mr. Stephen Clark Reynolds, junior, son of Colonel Stephen Clark Reynolds, U. S. A., and Mrs. Reynolds, of Front Royal, Virginia, and Miss Elizabeth Nash Rhoades, daughter of Mr. and Mrs. Lyman Rhoades, of New York City and Sharon, Connecticut.

von Clemm-Green—In the chapel of the American Cathedral in Paris, France, Mr. Werner Conrad von Clemm, son of Baron Gustav Clemm von Hohenberg and Baroness von Hohenberg, of Hesse, Germany, and Miss Veronica M. Green, daughter of Mr. Harry T. S. Green, of New York City.

Warner-Moore—On April 9, in Saint James's Church, Mr. Ezra Joseph Warner, junior, son of Mr. and Mrs. Ezra Joseph Warner, of Lake Forest, Illinois, and Miss Rosamond Moore, daughter of Mr. and Mrs. D. Thomas Moore, of New York City.




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A NEW SCOTCH STORY

(TOLD BY A TERRIER)



Shoe-shopping advice from one who is close to the subject

"Down here a fellow gets to know shoes.

"A 'terrier at your heel' is the height of swank . . . if it's a swank heel.

"Things have been fine lately. But for a while . . . hoot mon! And did I hoot . . . in derision. My charming mistress was struck with a so-called economy streak. She bought a lot of cheap shoes.

"And I—pedigreed, plucked, brushed, and smartly leashed—had to trot along beside them. Well . . . for generations my clan has squired the creations of London's best bootmakers. You can imagine how I felt.

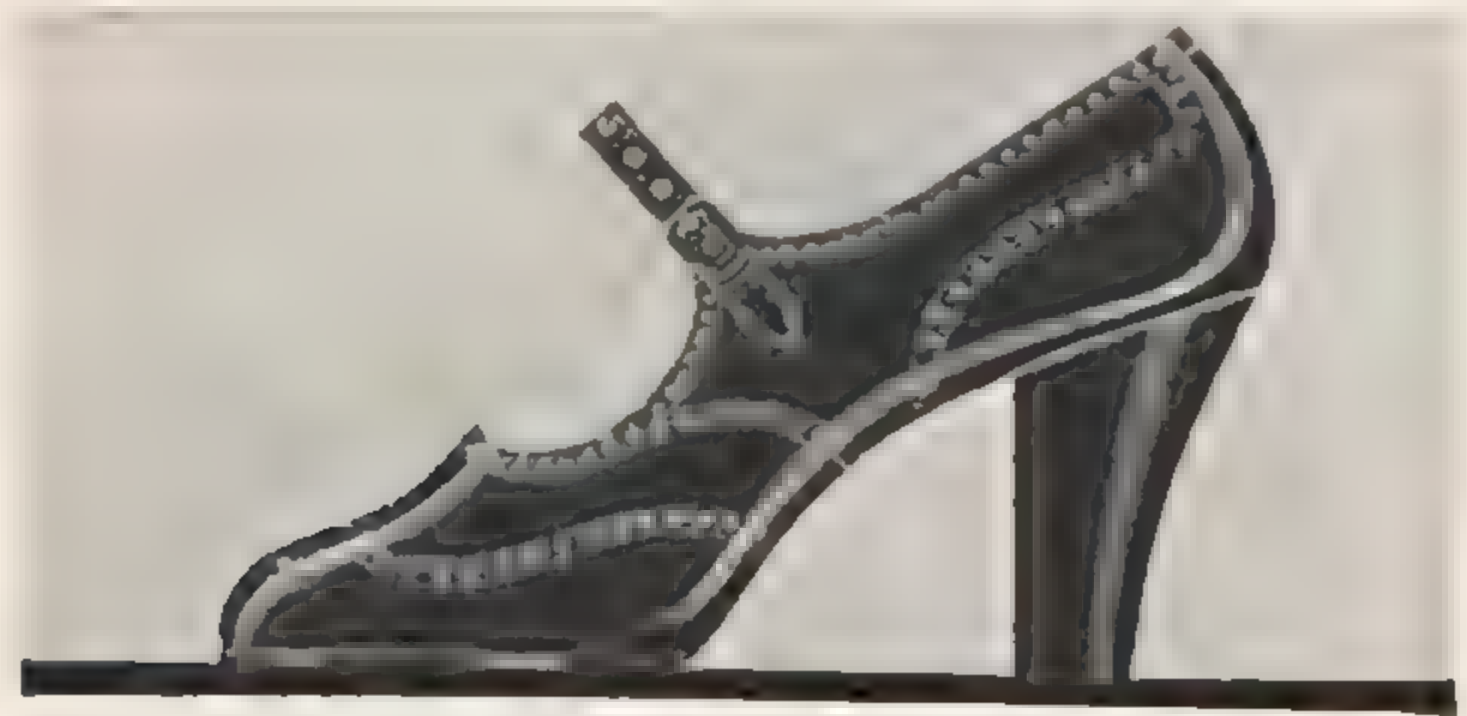
"And when the heels began to gape and yawn . . . and the toes pucker . . . and the leather fuzz up . . . my tail, ears, and spirits all went down.

"My native sense of thrift was offended, too. For three pairs of her shoddy shoes couldn't wear as long and look as well as one pair of the kind we'd so often bought at Saks·Fifth Avenue.

"Blood will tell. In shoes, too. We're back . . . at Saks."



This is the shoe we suggested to a certain very well dressed débutante who came in wearing that new brown tweed costume of Patou's from our Fifth Floor. The shoe is cocoa brown with trimming and tailored bow of contrasting Lyolene Lizard 18.50



Another lady had been up to our Tally-Ho Shop—for some very English sports things. We, on the Fourth Floor, provided the shoe. This tan polished calfskin with built-up leather heel. Strapped, perforated and buckled in the swaggiest outdoor manner 18.50

SAKS·FIFTH
AVENUE



V O G U E

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SUMMER ENTERTAINING

OLDER WOMEN'S FASHIONS

Cover Design by Erickson

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Vol. No. 79 No. 12

Whole No. 1438



JUNE 15, 1932

THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title Vogue registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. Vogue foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Élysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$6 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to Vogue, Greenwich, Conn.

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THERE ARE THREE VOGUES

AMERICAN, FRENCH, AND BRITISH


Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue



your FACE can't take a holiday



 **Y**OU'RE planning a week-end in the country, or a Summer abroad. New clothes, new scenes, new friends!

But—your *face* can't go on vacation. It's your chief representative to your world—whether you're in Pleasantville or Paris, at a dance or at your desk. And you can't *change* your face, as you do your frocks, or *locale*! Here's what you *can* do—you can give your

face a lovely, natural-toned finish which clings without clogging—and that, you know, is the very fine Face Powder made by Coty!

Coty Face Powder appeals to a woman's good sense. It offers her *twelve* skin-true tones from which to make a selection. Doesn't your one and only face deserve this care? Today would be a good time to choose the delicately fragrant Coty tone that's an accurate twin to

your coloring. Remember, too, that Coty creates a *Dusting Powder*! "*Poudre après le Bain*" if you prefer it in French; certainly you'll prefer it in use, it's so pleasant after your tub—so cooling after sun baths. In *waterproof-base* box, with a generous lamb's wool puff.

Look for the *powder-puff box*! It's your guide both to the *Dusting Powder*—at \$1.50, and to *Coty Face Powder* at \$1. Good stores have them.



Coty

VOGUE'S

eye view of the mode

THERE are two schools of entertaining to-day. There is the school that still maintains *grande tenue*, that sends you out to dinner on an arm, gives you a good send-off for your new dress, and turns you out into the night with a flunkey bawling out the number of your car and a pleasant memory of good food and good wine—the kind of a party, in short, that people used to buy gold lamé dresses for. And then, there is the school that deliberately suppresses all Edwardian pomp and makes for greater gaiety on a Bohemian basis, with smaller tables, chairs closer together, and no traditions at all.

The parties of the former school are all run off according to Hoyle. It is all down in the etiquette books, and any good English butler knows how. They are often nice, sometimes brilliant, always dignified. The parties of the second part are never the same twice. Sometimes, the cigarettes are passed at salad; sometimes, they are put right on the table in a funny old-fashioned blue glass dish. Sometimes, the wine is priceless and poured from a musty bottle. Sometimes, it is frankly *vin ordinaire* and sits on the table, French pension fashion, in a glass carafe. The hostess is after a cosy cabaret atmosphere, and she gets it by plenty of candle-light, amusing table decorations, and not too much service.

Her motto is to give people what they want and not oppress them with things



that they don't want. If they have come to the country for sport, she knows they want to get to the courts and that a marvellous corned-beef hash and salad will satisfy them more than a long, rich Sunday lunch. If they are talkers who like to sit up until two or three in the morning, just talking, she provides comfortable chairs and plenty of drinks and does not waste her after-dinner entertainers on them. If the guests are very young and crazy for dancing, caterers' men and floral decorations and even bodily comfort mean nothing to them. She seats them on stools or benches and compresses their gangly limbs anywhere she can tuck them in, but she sells her soul if need be for a good Coon at the piano, and the party is made.

This, then, is the theory behind the entertaining of the moment. Now we turn you loose on the issue, hoping that you may find in it some new ideas to add to your old ones, some new menus, some fresh notions on table decorations, and a new formula for gaiety more explicit than that of wine, women, and song.



HOYNINGEN-HUENÉ, PARIS

Lady Abby on the Riviera

The fronds of the palm-tree, the crimped edge of the brim, the curl of her hair, the curl of the chair—they all contribute to the effective picture that Lady Abby makes in her new Provençal peasant sun-hat of natural straw. This beautiful lady is Russian by birth and exercises great influence on fashion in Paris. Because she wears this hat, all smart women on the Riviera will do so, too

THE UNDRESSED LIFE

THERE is something in the blood of human beings—especially women, but men, too—which makes them feel that if only they could be lying under the sun in a minimum of clothes, preferably with blue water in the foreground, everything would automatically be all right and whatever is troubling them would stop troubling them. If you will think, you will see that this is true. It is the promise of the fulfilment of this desire that makes everybody begin to look so cheerful along about the first of June; it accounts for that look of blissful, if slightly half-witted, peace on the faces of those who lie on July beaches. You know, and I know, that a little sand and the celestial sun-ray lamp and some water are not going to make any difference in the matters of state that torture the human intellect, but people feel that they do, and that's really enough. All right, they do. This happy state, this fortunate refuge, may be called the Undressed Life.

It's going on everywhere; yachts anchored in the Caribbean are covered with it; from Bar Harbor to Newport to Southampton, you can find your friends lying about in the least common denominator of the clothes problem, pouring oil on their golden bodies with a sort of rapturous languor; and all over the country, there are lakes and even ponds whose banks serve as altars for the Sun-Worshippers. Like all forms of worship, this annual prostration of the human body before the sun has its special rites and exercises, its ways of doing the thing this year and not doing it next year. Last year, the foremost priestesses went in for white in a big way; next year, they may have their bathing-suits merely tattooed on—who knows? What matters is: How are they doing it this year?

It appears that bathing-suits are not only brighter, but briefer, more undressed; maillots are everywhere, and, in France, you could start a game called Find the Skirt, in which nobody would win. Bathing-suits are not merely briefer, they are tighter, which makes you feel more clothed, somehow, than if your jersey minimum didn't cling to you. There is a magnificent material, an elastic-jersey, like the B. V. D. stuff, which adheres to you like a new and handsome skin (it's used for the suit shown above). And the Paris couturiers are making all the bathing-suits completely on the bias, which goes a long way towards making them cling to you like mad.

As for their being brighter, dark blue and black seem a little dreary, a little funereal, on 1932 beaches. (Having made this statement, the most probable thing in the world



HOYMINGEN-HUENÉ

A FLASH OF CORAL—THE NEW B.V.D.

is that to-morrow a dazzling *châtain*e will appear on one of the beaches in all-black and knock the colours for a row of paint shops.) At the moment, what looks loveliest and newest is the light, bright colours and the deep, strong colours. The pale shades of stones, like coral, turquoise, and jade, seem to mix in with the high-keyed atmosphere of pools or fancy beaches, while deep garnet-red or bottle-green or reddish-brown are marvellous in a setting of rocks and pines and sea. Yellow is good with a browned skin, lemon, canary, or a strong sunflower-yellow. If navy-blue, then it must be a rich, glowing, colourful navy-blue. White, especially in the glistening blue-and-white setting of the Monte Carlo beach, is superb.

But the new thing about bathing-clothes is the beach-and-bathing combination. Your bathing-maillot is just your summer underwear, of no more importance than your brassière and panties. On top of it go wrap-around skirts or wrap-around dresses, which you put on and take off as easily as pinafores. These garments are of spongy yellow cotton or light-weight woollens, heavy linen and regular sailors' linen, which doesn't muss. There are two kinds, you see, those that replace the bathing-peignoir and also equip you for lunch at the beach club and going about, and those that are mainly meant for going about and that you slip off and hang up in your cabin before you step out in the beach in your maillot.

That's what they wear; what do they do? Or, rather, since lying in the sun, swimming, and lying in the sun are unchallenged as beach pursuits, how do they do it?

Cabañas have come to mean a good deal in the past few seasons, and now they are more fully appreciated



MADAME POREL IN AN YVONNE CARETTE SUIT

than ever. At the Creek, where there is a line of these gay little cabins, people come wandering down to theirs, some time at the end of the morning, when their young has been properly instructed in swimming and such and has gone home or retired to an end of the beach with a governess and a lunch basket. They wander down in pyjamas or bathing-suits and sit around, perhaps playing backgammon, perhaps talking or sleeping or just taking it all in, out in the sun. The beauty of the cabaña is, of course, that you don't have to go out in the midday sun like mad dogs and Englishmen. On the other hand, you don't have to go home. You sit around inside until you feel like going out again. You have a picnic lunch on the beach, and you take a siesta afterwards.

Eventually, the men—the husbands and specially imported foreigners—arrive on the late afternoon train, and then there is more swimming in the late afternoon sun, and several rounds of cocktails.

Not always, unfortunately, does anything as really exciting happen as the occasion when a beautiful young foreigner on somebody's yacht out on the Sound got fearfully bored with his party and simply dove off and swam to shore, which happened to be the Creek, where every one rose in a body and greeted this tempting morsel risen like Neptune from the waves.

The cabañas at the Creek are all alike on the outside—pale lemon-yellow with rust coloured awnings. You have yours decorated inside according to your heart's desire. The Harvey Gibsons', for instance, is faintly Early Amer-

ican. Mrs. James Forrestal had hers done by Hobe Erwin. Out on the little porch, there is bamboo furniture with water-proof fabric coverings in the pale colours of sea-shells—pink and cream and green. Inside, she has a large modern chest of drawers for games and the children's toys, and above this hangs shelves with a "collection" of sea-shells. The walls of this inner room are painted sea-blue. It is very important what you paint these walls, because, coming in to them from the blaze outside, they should be cool and restful. The big cabaña, which is really two thrown into one, that the Cheney's and Davisons have, has walls in stark-white and, for furniture, a big modern chintz sofa and chairs of that woven leather-thong stuff. The important piece of furniture is, of course, the big chest where you keep games, extra bathing-suits, books, and everything else on earth.

But this beach life, this kind of lying in the sun, is not the only form of the Undressed Life. There is the life that is lived on yachts in summer, which is a very special kind of existence, with its own charm.

The manners of the Undressed Life on a boat are quite a lot different from those of that lived on land. For instance, you certainly don't use oil when you are lying around your host's deck getting a sunburn, because, if you did, you would ruin the lovely, lovely deck, and the punishment for ruining a deck (Continued on page 31)



THREE STAGES OF MAINBOCHER'S BEACH ENSEMBLE: DRESSED, SEMI-DRESSED

The photograph above, taken at Monte Carlo Beach, shows Madame Porel wearing "Cap Martin"—navy-blue flannel trousers and a blouse and cardigan of blue-and-white striped shantung. Ducerf-Scavini sandals

At the right, across the two pages, you see Mainbocher's ensemble, "651," in all its stages. First, with its red-on-white dotted linen trousers and bolero. Next, without the bolero. And last, its white jersey maillot



TAO-TAI'S BICYCLE BEACH SUIT



ALL-WHITE, FROM HERMÈS



MARCELLE BLOT'S GOB'S HAT

Every one on the Riviera is talking about Tao-Tai's bicycle beach suit. It is shown at the far left, of blue knitted wool worn by Madame Georges Auric. (That's an Eastman kodak in her hand)

For a setting like Monte Carlo Beach, all-white is ultra-chic. A good example is "Morte-eau," illustrated at the left and below. The latter photograph shows Marcelle Blot's linen gob's hat



—AND UNDERESSED

NOYNINGER-MUENÉ



TAO-TAI COTTON PYJAMAS • JEANNE DUC HAT



ROSY-RED JERSEY FROM JANTZEN

The lady on the edge of the pool at Monte Carlo Beach wears Jantzen's rosy-red jersey suit with black straps and belt. At the left, you see "Gladys," a cotton tricot pyjama dress in yellow with short, multicolored striped sleeves



Madame Vachon, "Ma" Vachon, who created the sun-bath handkerchiefs above and many other celebrated beach fashions, goes right on creating, with her daughter as mannequin, behind the great bunches of printed cotton handkerchiefs that swing in the breeze before her bazaar



HOYNINGEN-HUENÉ

SOURCES of FASHION

at Saint Tropez

THE name, Saint Tropez, is on every one's lips. It is a curious fact, nevertheless true, that this little fishing village on the Mediterranean coast has become a centre of creation for summer fashions that influence the beaches and summer casinos all over the world. Saint Tropez really began to show limelight possibilities two years ago, when the rampant theatricality and originality of summer attire there began to be the gossip of the Riviera. They come, these fashions, from three sources of creation along the quay. The curious little hats were handed out, first as a joke and then seriously, to the diners at the little restaurant L'Escale by Madame Jeanne Duc, wife of the proprietor. Now, each bears the name on a little strip of ribbon like a rue de la Paix masterpiece. Madame Vachon's sail-cloth pyjamas and her Provençal sun-hats with velvet ribbons, like the one we photographed on Lady Abdy, on page 26, have leaked to Southampton and Santa Barbara. And Monsieur Guy Baer, the third source, with his Tao-Tai knitted things, has become a designer of the very first order and a name that the great American buyers conjure with.



HOYNINGEN-HUENE

Monsieur and Madame Guy Baer are the source of the Tao-Taï knitted things. Their little sweater shop at Saint Tropez is a mecca for every smart woman on the Riviera and for all the American buyers. In the snap-shot above, Madame Baer is wearing one of the immortal sweaters against the picturesque background of Saint Tropez



Madame Jeanne Duc, in the dear, dead days before the War, was a Parisian modiste. Retired, wife of the proprietor of the little restaurant, L'Escale, she began to divert herself and the clients with her fantastic little hats. Behold her now, just above, amid her creations

AS SEEN BY HER

• A tour of some good parties and some useful new ideas on what is what and what is not in informal summer entertaining

THE spring merry-go-round is whirling. The only perceptible difference this season is that there are fewer brass rings, but the customers grab as optimistically as ever. True, the man behind the rings has been pretty busy down in Washington explaining to Senators, but still the calliope pipes on. I wonder if he was able to shake off the shackles long enough to see and feel the loveliness of these Washington days.

I can't forget the dinner-party given by the Secretary of the Treasury and Mrs. Ogden L. Mills. As you came in, white walls and endless full-blown gardenia-trees. In the dining-room, lovelier still, a long table, white damask, silver, and crystal, and a perfect garden of gardenias in low silver bowls running from end to end, with candle-light playing on the dark waxed leaves. In the far corners of the room, on consoles, huge silver bowls and more and ever more gardenias. (Was it Mrs. Syrie Maugham who taught us—or did we know before?—that the ultimate in beauty is sheer white?) And how many hostesses, I wonder, even if they had the Mills's acres of greenhouses in Staatsburg, would have had the instinct to import masses of just that one white flower or the graciousness to send to each guest the next day a glistening gardenia-tree?

In New York, the whole tendency in entertaining is away from pomp and towards a cosy cabaret atmosphere. Most of the parties are very small. Occasionally, a bachelor chucks the Chill of Poverty for a bit and does something about it. Noel Coward stopped for a moment in the tower of the Waldorf to look over the city, en route from South America via Hollywood to London. He gave himself a farewell cocktail party; it was so enormous that, having fought my way in, I contented myself with a glimpse of the Lunts and Noel in a white carnation and called it a day. "No. 21" rocked with Bill Preston's party, the other night. All younger Long Island was there; towards

daylight, the waiters entertained with impromptu tap dancing, which some of the more enthusiastic guests mistook for the Russian Ballet.

Congressman Bankhead's daughter, Tallulah, sends word to the world of her complete social retirement. She has only ten house guests at the moment. La Tashman has taken her fine clothes and her Balieff make-up back to Beverly Hills. After weeks of personal appearances, she headed west from the Grand Central Station, attended by several maids and Mrs. Tiffany Saportas, with gallants, camera men, reporters, agents, Broadway luminaries, and family connections of Marion Saportas crowding the gate of the "Twentieth Century," each arriving snugly secure in the conviction that he alone was there to speed the departing queen.

Beatrice Lillie's opening at El Patio was gay. Three Vanderbilts were present—among them, Mrs. Reginald, who was Gloria Morgan, Lady Furness's sister, looking too chic in turquoise-blue, with a short, tight sable cape that barely covered her shoulders and unbelievable pearls. Wherever one goes, these days in New York, one is apt to see Madame Nano, wife of the Rumanian Secretary at Washington. Her name has suddenly become a refrain—"Rose Nano said." "Rose Nano did." In London and Paris, it is just the same. Always that name—Rose Nano.

We are still quite dizzy, and will be for some time yet, after the Maryland Hunt Cup and its attendant gaieties. A good many flew down on Friday, as I did, getting there early enough to settle in and get to the dinner-dance at the Elksridge not too late.

The first people I ran into were Evie and Bill Symington, in themselves combining the best of Baltimore and up-state New York. Frank Gould was there with his very pretty bride, and all the smartest Baltimoreans, like Mrs. Wallace Lanahan, in grey and blue fox, and lovely, red-haired Mrs. Ben Brewster, and heaps of smart Long Islanders.

After dinner, bidding for the starters in the next day's race was brisk and amusing, though the prices bid would have looked pretty feeble to the sporting crowd of other years. The second day, the day of the race, after a one o'clock "brunch" (breakfast and lunch com-

bined, in bed), we were collected to go to a late luncheon at a house that had the most magnificent garden that I have ever seen—beautiful boxwood and an astonishing vista up a hill! Our hosts, the Gibbs, said it was inspired by an arrangement at the Villa d'Este, which may be so, but I say it's pure Maryland and hooray for it! John D. Rockefeller, third, was there, being nice and unplutocratic about passing cigarettes and appetizers. Mrs. Thomas M. Bancroft, known as Edie Woodward, arrived in a rush from Bowie, where she had been watching some of her father's horses run. Her chief concern at the race later was that the fattest woman there had elected to buy and wear the very same smart blue-and-white tweed suit that she herself was wearing.

The race itself was thrilling. Quite apart from the beautiful setting (there was even a thick pattern of violets underfoot) and the unusually attractive crowds, it was the most exciting Maryland Hunt ever run. Every one was there, even the most popular sporting bootlegger on the North Shore, who shall be nameless for several very good reasons. The smartest of the women all wore sensible shoes and good tweedy things and carried rain-coats—though they didn't wear the canvas field boots that are so essential at some races in England or Ireland or in Virginia.

Tea and cocktails at the Redmond Stewarts', afterwards, are as much a fixture as the race—served in a charming house that can scatter its priceless Crown Derby and (Continued on page 84)





VIONNET—HATTIE CARNEGIE

This is a new little Vionnet of ineffable charm, guaranteed a treasure for a day in the country when you aren't planning anything more athletic than sitting on the terrace, driving down to the village, or arranging flowers. It is "7207," made of very fine wool tussur with confetti-like dots

The new country-house dress



STEICHEN

SAKS-FIFTH AVENUE

A sheer necessity for summer

This is the sort of thing you literally can't struggle through an American summer without. It's a semi-sheer printed crêpe dress, topped by a bolero—cool, smart, townish, and one of the most wearable outfits extant. The daisies are in beige, the background in brown, and the light-weight rough straw hat reiterates the brown note. Mrs. Nicholas Holmsen is the lady

CAREER GIRL

By Felicia Gizycka

THIS is a new name for a new kind of girl. There has never been anything quite like her before. She's a new vamp. She's a new adventuress. She's the great sensation in society to-day. She has been christened "The Career Girl," which is the only name that could be found for her. Everybody in America is talking about her.

This is the exciting and dynamic young creature who has replaced the pre-War belle. She has made the very word "belle" sound antiquated. Gone are the jammed dance cards, the papier-mâché favours, and the serenades to the unattainable. And gone are the methods that once brought them on.

In this age of specialization, being a popular girl has become a specialized job. Skill comes before beauty. No Helen to-day could launch a thousand ships, not even the smallest canoe. The cosmeticians have turned out faces just as Ford has turned out cars. Beauty blooms wholesale over the land. If the modern belle is a beauty, you may be sure she is a smart beauty, and that her rewards as such are beyond the dreams of her grandmama. Indeed, grandmama would turn pale. How could she accept comfortably this being who doesn't stop at ballroom triumphs? Who has the gaze of the nation turned on her, who wins attention, applause, the klieg-lights as much as many actresses, who considers this conspicuousness as an end in itself?

Let us take Adelaide X, who is probably the most popular girl in America. She is no prettier than dozens of others as young and ambitious as she. She is blond enough, with a symmetrical figure, and she looks extravagant on a small budget. That's all for appearance. But she has made herself a celebrity. No brilliant party is given without her. She is photographed as much as the most prominent dowager, the most time-established millionaire. She has endorsed every commodity. Reinhardt offered her a part in "The Miracle." She has been given chances to go in the movies. All the most eligible bachelors would climb telegraph-poles for her. Not because she's the daughter of So-and-So, whose ancestor sold hand-organs to the Indians. Not because she has more millions than you could count on your fingers and toes. Because she isn't. She hasn't. A stay-at-home mama and papa, simplicity, less money than her friends, these were the things that seem to have fermented in her ambitious and lovely self. And the resulting explosion sent her skyward, slowly but surely soaring into the metropolitan limelight.



IT'S HER BUSINESS TO BE A SENSATION

She has developed technique and professional skill that falls in with the age in which she lives. She, the special child of a special kind of fortune, basks in the limelight without getting her reputation burned, and she has set out to break all precedents and a few records. Actress, advertiser, and publicity manager, all these are rolled in one.

She begins by insinuating herself into the notice of that surfeited sybarite, the average modern young man. With skill that's her specialty, she says, "I am everything you want in an improved up-to-date package."

Combining all the vamping tactics is her specialty, too. Blue eyelids, tea without handles, the longest cigarette holder in the market—these things may be out. But she has studied the potency of all these and tucked them away under the simplicity of a tennis tan. She isn't a straight ballroom belle, either. While her friends are sending pleasant goose-flesh along the stag-line spine, she has picked herself a sofa well out of the potted-palm belt and under the Edison-mazda chandelier. There she concentrates upon the difficult young So-and-So, the slipperiest of catches. Young So-and-So is being vamped, and the world knows it. The world is charmed!

The modern age has gone in for advertising. I have said that our heroine has taken this hint. She has watched the sharp slogans, the striking designs, and at seventeen she began learning to catch the ear and draw the eye.

When you are in the swim, the best way to stay there is to shout that you are swimming. She tells you she's good. She makes you like it. She amuses not only young men, but older men, older women, and, believe it or not, young women her own age, always with stories about herself. Her ego is the golden circle that holds and charms you. Like Texas Guinan, like Will (Continued on page 74)



CHIC LITTLE ANIMALS

drawn by Jack von Reppert Bismarck



1. Floating in the Northwest corner of the opposite page is a U. S. Rubber turtle—nice for minding a baby swimmer; Saks-Fifth Avenue

2. The sun-baked girl in this crew of three is immensely proud of the short jacket that goes with her rib-knit red bathing-suit; from Best
 • Nothing but straps fore and aft hold on the infant's sun-suit; Best
 • Stripes and waist ribbing are points about this suit; Bonwit Teller

3. Riding the sea-horse of U. S. Rubber (from Saks-Fifth Avenue) is a child in a brief swimming suit, cut low in back; from Best

4. Overall straps are as chic over small spines as over adult ones. This yellow pyjama is of linen and has a hat to match. It is from Best
 • For lolling around the cabaña, this young man wraps up in a terrycloth robe; Saks-Fifth Avenue

5. Yellow jersey bound in brown jersey is a glorious colour for a one-piece suit; Saks-Fifth Avenue
 • No better rigging for a sailor can be found than a fisherman shirt and jersey trousers; Bonwit Teller
 • Kind of a cross between an apron and a sun-suit is this tempting beach outfit of dotted cotton, worn with a floppy hat of the same stuff; Best

FOR this glorious new race of babies, the uniform on the beach is nothing much but a topless sun-suit or one-piece maillot—with changes now and then into overalls or slacks or pinafores or aprons. The beach is no place for a baby to look dressed up.

• The child will look more cunning if the sun-suit or maillot is tight, very short, and shows off the little figure. All baggy beach things are dreary.

• Steer clear of the most exaggerated of bunnies and kiddie-car motifs on bathing-suits. If you want whimsy, take it out in the most fantastic rubber animals you can find.

• One smart young mamma and her three-year-old dress exactly alike on the beach—a sort of humorous twist to the twin idea of dressing. When we saw them, both mamma and baby wore red berets, blue-and-white striped shirts, and blue flannel slacks.

• Hand-knitted bathing-suits are as blue-blooded on your offspring as on you. And, thank heavens, it takes no time at all to knit the child's.

• Even if your growing daughter hasn't any waist-line, a gay cotton cord or canvas belt around her midriff, when she wears a one-piece bathing-suit, will give her a nice figure.

• Corn-yellow is a delicious colour for small bathing-suits; green-blue and grey-blue fade divinely; and white is terribly smart. Bright fireman's-red is apt to look hot, but the strawberry-red on the opposite page is excellent.

• Perfectly plain white bathing-caps are far and away the nicest on infant pates.

• You need more than one bathing-suit for a child. A wet suit is replaced by a dry one after the dip, as the "drying-on" proceedings may nurse a chill.

• Extra-short beach jackets are new for children—see the one on the opposite page. A long terry robe is also good for cooler days. And boys and girls will never give up their flannel blazers or pull-over sweaters.

• Don't forget, at the beginning of the season, to protect your child's skin with a little olive-oil or sunburn lotion.

• If you go in for dressing brother and sister alike, take yourself to see the nice bright yellow rompers for them at Macy's,—rompers that solve the buttoning problem by Talon slide fasteners.

• The bigger and the floppier an infant's beach hat, and the more shallow, the better.

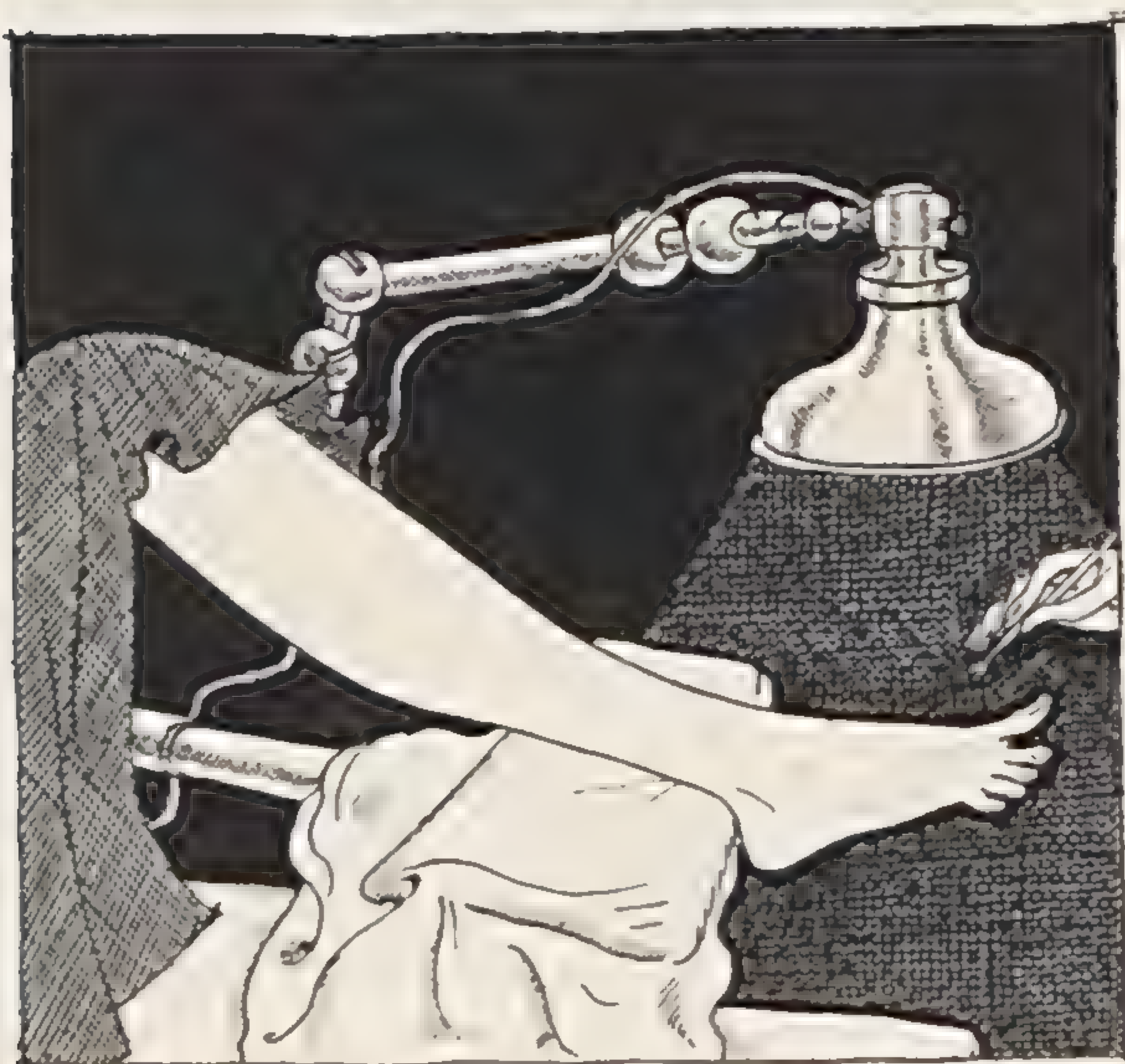
MONDAY.



TUESDAY.



WEDNESDAY.



W. Lenape

The GOSPELS OF BEAUTY

No. XII: After forty

DEPICTED upon these pages are seven days in the week of a lady of uncertain years—that tactfully indefinite phrase that covers whatever age you happen to be when you stop counting birthdays. It's a symbolical week, however. Even Vogue doesn't expect you to follow it literally. But no older woman can afford to neglect any of the phases of beauty illustrated. And if it all seems a little strenuous, we must remember that this is an era in which not even grandmothers are expected to sit and take their ease.

MONDAY—Here is a lady in an electric cabinet, improving her figure and her general well-being, in the most delightfully languorous method imaginable. The perspiration induced brings out poisons, together with worries, and reduces her, as well. All reducing "baths," including those in paraffin and wax, are followed by massage—both beautifying and pleasant. Good at any age, any of these baths (with the doctor's approval, of course) are ideal ways of keeping her body in trim when its machinery starts to run down.

TUESDAY—Here is a lady having a corset fitted, and that makes Tuesday a very important day. Every older woman, fat or thin, needs a corset—a good corset, well fitted. Tuesday's lady went to a New York shop famous for its corsets and bought an all-in-one with an uplift brassière—to banish the deadly roll of fat above the waist-line. Fashionings and modelling control the curves, not heavy boning.

The same shop has a corset, recommended by physicians, with a separate section to support the abdomen. It has, too, a net summer corset for the figure with a large bust. If there is no reliable shop in your vicinity, representatives of excellent corset firms will bring or send models to your house and fit them to your figure. WEDNESDAY—Here is a lady at a chiropodist's—a wise lady, investing in comfort. While she may never have indulged in such a service before, she is finding that a routine treatment of corns, nails, and callus, and massage of the feet make her feel surprisingly younger. There are exercises, too, to do at home that will promote ease in walking. Vogue will be glad to supply the names of reliable chiropodists in various cities.

THURSDAY.

THURSDAY—Here is a mask that will keep a lady's face young. Made to fit your own face and stamped with your name, as well as your contour, this mask rouses the circulation and, by means of electrodes, exercises the muscles beneath the skin, thus keeping them firm.

Not every lady, however, can have an electric mask—but every one can have good facial treatments, even if she gives them to herself, and no older woman should neglect them. One of the most famous beauty experts in the world has a bit of sound advice in this respect—if you take care of your own face, have one expert treatment first, and regard it as a lesson. Ask the operator just what she is doing and why, and study the booklet that every specialist supplies. The older woman needs lots of patting for stimulation, and lots of cream and oil, and she should hang Vogue's Gospel on the neck and chin (published in the May first issue) on her dressing-room wall.

FRIDAY—Here is a lady doing exercises on a mat. An instructor, though not in the picture, is directing her in the right exercises for her own particular needs. That is what helps you most—exercises that attack your own problems of stiffness, waist-line, or hip-line, rather than a routine daily dozen.

You can do these alone, but there is no doubt that you will do them better under the watchful eye of a good physical director, and an excellent idea is for older women to make up a group for exercise or rhythmic work. You can begin, though not too energetically, even though you have passed forty and never exercised before. Vogue knows a fascinating woman of sixty who will stand on her head any time the spirit moves her. Posture, too, is important, so make a point of drawing your chest high and your chin up, several times a day.

SATURDAY—Here is a lady having a permanent wave. (This particular one happens to be of the non-electrical variety, which is something new under the sun.) And a permanent wave is an essential in the life of an older woman. Young things can run around with straight hair or silly ringlets, but only one older woman in a thousand is at her best without the softness of a smooth, wide wave. But don't let the hairdresser give you a tight one, even though it might last longer.

Don't let yourself grow careless about your hair-dressing. Why, oh why must the hair of so many older women straggle down in the back; why must it do this after fifty, when it hasn't before? Don't have it too long, and don't have it too short. Let your hair-dresser cut it to the length which he can do it up smoothly and firmly and teach you to do likewise. And let him thin it out. There is hardly a head in this world that hasn't too much hair on it (Continued on page 84)

**FRIDAY.****SATURDAY.****SUNDAY.**



HOYNINGER-HUENÉ, PARIS

GORSKY COLOUR PHOTO

The pagan uniform of summer

We put on a pedestal this new surf suit, square-necked, not really pink when you look at it closely, but a mixture of red and white wool in a new ripple knit, with a hidden draw-string that holds the top snug, and a two-colour belt. It is "Montauk," the new B. V. D.

SEEN ON THE STAGE

By David Carb

THE theatre, in many respects, neglects to agree with Nature. But in one, it flaunts her—indeed, goes quite contrary to her: Nature's spring is the theatre's winter. At the time of the year when the physical world bursts into new, fresh, invigorating life, the theatre crawls wearily under a cold covering, shivers, becomes inert and profitless, sinks into a frozen coma. During the vernal period when eagerness and vigour actuate life, live, and house-cleaning, Broadway with a listless gesture tosses a few frothy contrivances upon the stage, shrugs as they die overnight, and, yawning loudly, calls it a season.

This spring differed in no way from other springs, except that the things produced were worse than usual. And then, suddenly, when the entire Rialto was muttering, "It's too late to do anything anyway," two serious dramas made their appearance and like the sharp clang of alarm-clocks startled, not only the theatre, but the public also into quick wakefulness. The dramas became successes overnight, and the whole town acclaimed the discovery of four fine talents.

"Another Language" is playing to capacity audiences at the Booth, and "Merry-Go-Round," opening at the Provincetown Theatre in dingy Macdougall Street, was rushed quickly up-town. The former revealed a dramatist and a director of real ability, and the latter, two young playwrights—they are still students of Professor Baker at Yale—who are able to translate a genuine passion into terms of the theatre.

"ANOTHER LANGUAGE": All the characters in Rose Franken's drama are Hallams. There are eleven of them—Mr. and Mrs. Hallam, four sons and their wives, and a grandson—all but two mentally and spiritually lower middle class. The two exceptions are Victor's wife, Stella, and the twenty-year-old son of Paul and Etta. Old Mrs. Hallam insists that all her descendants gather at her home—it is also Mr. Hallam's—every Tuesday evening. Stella is the only one who does not meekly obey the dominating dowager, not from any inclination to offend, but because, being interested in art and such things, she finds it difficult to "fit in." On the particular Tuesday evening of the first act, Stella comes after a prolonged absence, and there she encounters Jerry, her husband's nephew, whom she had not seen since he was a lad in short pants. He "falls for" Stella at once.

The "theatre" of "Another Language" springs from that, but the real play is the study of a voracious—under a sweet, gentle exterior—elderly woman's attempt to continue to be the centre of her children's interest, long after they have formed their own lives and found other loves. Miss Franken has succeeded admirably in depicting that.

But her finest achievement is in putting a group of dull people on the stage and making them vividly interesting to audiences. For that reason, the first act, before the advent of that intense, florid thing we call "drama," is the best. By not insisting on too great detail (as plays of the realistic school would have done), by exercising that selectiveness which is the measure of the artist—in short, because she reveals enough, but not too much, because she employs suggestion and not photography, Miss Franken achieves her purpose truly and absorbingly.

She is immensely aided by a remarkably capable cast and by the sensitive direction of Arthur Beckhard. This is Mr. Beckhard's initial venture in the theatre, either as producer or director. In both capacities, he is triumphant. With a fine feeling for emphasis, a delicate ear, and an adroit technique which seems to be instinctive, he brings out all the values of "Another Language"—one frequently suspects that he has injected values that were not in the manuscript. He shows marked skill (or is it, too, instinct?) in choosing actors.

Margaret Wycherly plays the grande dame of the bourgeois family with full appreciation of the burden of the rôle. In a few places, she sweetens it a bit too much, but not in many. She projects a character every one will recognize as not unusual in any society: the greedy mother who is intensely proud of her children and quite as intensely jealous of them, grimly determined that their lives shall continue to radiate from and about her.

Dorothy Stickney as Stella is somewhat consciously spirituelle. That gives the impression of coolness where there should be warmth, of aloofness and deliberateness in a person who is fundamentally impulsive, however much she may have managed to restrain it. Stella, as Miss Stickney interprets her, is studying sculpture more "to get away from something" or to "find herself" than because of a creative urge. But Miss Stickney makes her a sharp contrast to the other Hallams, and that is a valuable contribution.

As Victor, Stella's husband, Glenn Anders adds another laurel to a distinguished histrionic career. He creates a character which remains always part of the fabric of the play, but, like a delicately brilliant etching in an exhibition of etchings, it stands out, indents itself on the memory, causes one to forget all the others or at least to be a bit vague about them. There are two facets to Victor's character as Miss Franken has drawn him; they explain his actions and reactions. He is intensely loyal to his family, and beneath a hearty matter-of-factness lies withered sentimentalism—it may even have approached romanticism. What he once was, his nephew is now; no one in the play but Stella realizes it. Anders manages adroitly to convey it to the audience. One feels always, behind the prosperous, satisfied man who has settled into life, the shadow of the youth Stella had dreamed with (Continued on page 78)



STEICHEN

YOUR SECOND WIND

and how to catch it

Mrs. Philip Hale wears a redingote dress of navy-blue and white polka-dotted crêpe de Chine and thin blue wool. At the upper left, she has made it right for cool days by a blue straw hat, a sable fur, dark blue gloves, and bag. Dress from Bergdorf Goodman's Ready-to-Wear Department

At the upper right, Mrs. Hale's costume is refreshed for very hot days by the addition of a white turban, white gloves, bag, and fresh gardenias. This is the kind of substitution of accessories that is the truest economy for the older woman. All accessories from Bergdorf Goodman

WHEN a woman comes to a certain point in her life somewhere in the late forties, she has to sit down and take stock of herself. Just as when she was eighteen, she decided what the selling points of her attraction were, she again makes up her mind by what means she may continue to be an attractive woman. Her decisions are entirely different from her girlish ones, because she has an entirely new problem to face. Instead of being important that she should have plenty of party dresses, it now matters that her evening dress be perfection, that its material be handsome, and its colour distinguished. It matters terribly that her hair look beautifully

cared for, that her shoes be good, and her gloves always immaculate and of excellent quality. The word "amusing" has lost all meaning in her dressmaking vocabulary. Instead, she has a store of period-less coats, and furs, and little brocade jackets, and tea-gowns—intrinsically good things, like jewels—upon which to draw. She has developed a new kind of vanity about things she was never vain about before and spends money wildly every now and again on expensive handkerchiefs and exquisite hand-made things. She does not abandon vanity, mind you, she diverts it in special channels, for now she has learned her new métier, the métier of middle age.



**Flowing lines
for middle age**



The grey crêpe de Chine evening costume which Mrs. Philip Hale wears has a becoming neck-line and a soft bloused line. Its formality can be modified by the jacket. It is a Mainbocher dress from Bergdorf Goodman's Ready-to-Wear Department; slippers from Bergdorf Goodman. The furniture is from Mary Howard

As for the tea-gown, no woman can get along without one. Miss Effie Shannon here wears one of chiffon in lovely beige-and-orange. It has a flow of train and sleeves that is intensely becoming to the mature figure. It is from Bergdorf Goodman, while the chair Miss Shannon sits in is from Syrie Maugham

The AGELESS WOMAN Versus the OLDER WOMAN

WHERE did this idea start—that the hey-day of a woman's attractions is her early twenties, and that from then to the end of her life is just a gradual decline of looks, personality, and charm. The idea is ridiculous. In the first place, every woman has a certain period in which she is her most attractive, and this age varies with the woman. The wise lady knows this, and the very knowing of it makes her attractive. Too few have the discernment of a young girl who was recently heard to remark, "I'm really nothing now. I'm not the type that looks well when it's young. When I'm fifty, I'll be divine."

Now, why this yearning for youth, with all its liabilities of awkwardness and uncertain personality? And why this retreat from the battle just when the medals are about to be handed out? Why this self-shelving of perfectly zestful ladies, automatically, as soon as their size is 38 instead of 32? With these unanswerable queries in mind, it will be seen that such an institution as the Matron's Hat is preposterous. It is not logical that, because you have reached the very interesting age of fifty, you should promptly throw overboard all considerations of style and make for the inevitable Surplice Façade.

When you go to a big dressmaker in Paris, you're not herded off into an elderly department; you sit straight through the whole collection. "That," murmurs your *vendeuse*, "you could wear. This, no, but that, yes." It is all very simple, a question of what is becoming. For example, the lace dress on the opposite page would look right on a woman of thirty or of fifty, and any girl could wear the creamy yellow felt sports hat, though it is particularly nice with white hair. There are too many attractive women of fifty looking ten years older than they need, all because of that fantastic fallacy—that the older woman has no worlds left to conquer.



Grey lace with cape
back and front
revers, smart
for any age; Thurn

Black velvet wrap
with front revers
and ermine bow;
Bonwit Teller

From left to right-
 Black chiffon dress
 with lace
 insertions; Bonwit Teller
 Top-coat of soft
 yellow Tweed; from
 Nelson-Hickson
 Two-piece hand-
 knitted pink dress;
 Mrs. Franklin, Inc.



Hats, from left to right
 Black straw, grosgrain
 ribbon; Bonwit Teller
 Soft yellow felt
 sports hat, Mrs. Franklin, Inc.
 Black straw, white breast
 feathers; Thruu



BONWIT TELLER • BENDEL • BONWIT TELLER • JAY-THORPE

All are sheer and all are shirred

Again shirring crops up—all over sheer models. Observe its chic on this dress and cape of Coudurier's navy-blue Vaporeuse—a cross between chiffon and roma

Something you would get oceans of wear out of—a shirred navy-blue Vaporeuse dress with a shirred white yoke and a straight jacket of the same shirred stuff

This is a china-blue Cheney chiffon splashed with white dots. It is nicely shirred here and there. And included in the proceedings are a one-piece dress and jacket

Rows and rows of shirring give an indistinct, blurred effect to this dress and jacket of blue-and-white chiffon. That is white mousseline accenting the bodice



BERGDORF GOODMAN • STEIN AND BLAINE • ATKINS • BERGDORF GOODMAN

Four that take the summer coolly

Neat and cool to look at or be in—this brown, beige, and white crêpe suit. The yoke and cuffs (which come off by unbuttoning), and the turban are of white piqué

What every town dweller needs at least one of—this navy-blue semi-sheer crêpe dress cooled off with white. You just unbutton the cuffs when they are in need of washing

Grey and white is something you won't see done to death. It looks both new and cool in this printed semi-sheer crêpe with a white waistcoat effect and elbow sleeves

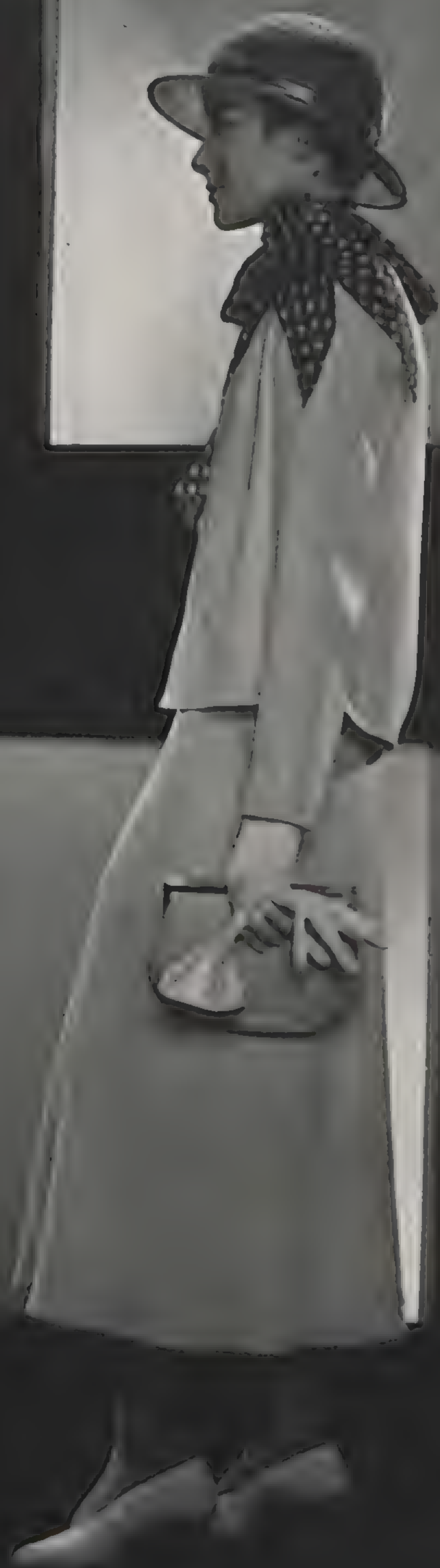
The perfect summer standby—a dress and jacket of semi-sheer crêpe in brown-and-white. There's not a thing on this to wilt or soil—two clips are the only trimming

VOGUE'S NEW PORTFOLIO OF



SMART ECONOMIES

Here begins something new
— a special section of sound
values in which Vogue's taste
and worldly knowledge cope
with the current problems of
how to dress and how to en-
tertain and how to live on a
reduced income—with style



FOR example, here we have photographed three of the best buys of the fortnight on Miss Katharine Hepburn. Mind you, these are not little bargains with sensational dollar-eighty-nine labels. They are three models picked to net you the greatest amount of chic and wear for your money.

- The white suit at the extreme left is of men's Palm Beach cloth. It is chosen because it is beautifully tailored, because it won't muss easily, and because you can send it to the laundry. The jacket is useful as an extra with sports clothes. It would be very chic in a small city on a hot day, and it would be very chic, too, in the country, or at a summer resort. It is shown with a Knox hat to match bound with navy-blue grosgrain and a blue-and-white striped blouse. The suit costs about eighteen dollars.
- The second version of the Palm Beach cloth suit consists of a pin-striped skirt topped with a double-breasted dark green jacket. It is worn with a green sudanette blouse and an upturned straw hat. This is very well made, very trim, very smart in colour, very easy to wear, and you can wear it hard. The suit costs under thirty dollars.
- The third we recommend, if you live in the country and need one good something that you can wear when you go out to lunch, or on Sundays. The jacket and dress are of white chalk crêpe—the dress being cut like a tennis dress. Then, there is a separate blouse of red georgette dotted in white, with nifty little puffed sleeves, which you can wear over the top of the tennis dress or under it, which gives a jumper effect. All in all, you really have three costumes with this suit. And, due to the jacket, it's a safer bet than a dress if you are a little plump. Under \$40



TWO MODELS FROM SAKS-FIFTH AVENUE

This creamy-white golf dress is qualified for success because it fits well. The flat collar sits beautifully on the neck. Two pockets for golf-balls hang loosely over the natural rough straw belt, and there are inverted pleats in front and back to give freedom. Besides, it comes out of the tub looking like something. We know it because the fabric—Duplan's famous Contender Crêpe—has been scientifically tested and proved. It costs about \$25; glass-top metal table from Olivette Falls

Having tried on many in our search, we feel that this tennis dress comes pretty close to perfection. It is of white crêpe, washable—and when we say washable, we mean washable, and it has a good square neck-line, two pockets, a belt to match, and a sectional skirt. At about \$25, we consider this an unbeatable buy. If you go on week-ends, one good tennis dress like this is more valuable than several poorly made ones. The eighteenth-century iron bench is from Averell House



STICKS

BEST

This is another version of the new tailored fashion for sports, which is so smart this summer. It is of striped washable English shirting in brown and beige and white. It has a small brown grosgrain tie and belt. It looks as if it had been made to order by a very good English shirtmaker, and it costs, believe it or not, under \$20. Even if you don't play golf, a dress like this is smart and practical to take to the country with you; golf-stick from Abercrombie and Fitch

Here we have picked three
excellent dresses for sports
— all chic and all good buys

Masses of petals make this red-and-white crêpe dress as broad-shouldered as the ballooned-sleeved frocks worn in the gay 'Nineties; Best

Dots like those on a candle-wick spread cover this white cotton lace dress. The shoulder flowers have citron centres; Saks-Fifth Avenue

A frock with three winning points—satin for the cape and the bodice, chiffon for the rest, and pale, pale pink for becomingness; Best



ENTRIES FOR THE EVENING

All under fifty dollars

CHIC for summer evenings, this year, seems to be a tune played in the key of "C." The little evening dress of this summer is casual, crisp, and capricious, and you can get this current effect without any lavish expenditure of cash. Other points about these dresses are:

COTTON is sweeping through the smart resorts. For about \$25, you can get one of Best's new piqué evening dresses or a striped linen one at Saks-Fifth Avenue. Romantic full-skirted mousseline is worn everywhere by chic young women—not only by bridesmaids, and they tuck natural flowers at their waists. Cotton calls for cotton accessories, too. If you wear the new, short, mesh gloves and green cotton slippers with the white lace dress illustrated, your success is sure. Cotton makes your cleaner's bills nil. Some of these evening clothes may go in the tub along with your tennis dresses.

CHIFFON is always a summer favourite, but the prints that show raspberry-red, bright blue, or citron-yellow with lots of white or the plain grey chiffons look more de luxe.

COLOURS always bow to white in summer. There's nothing like it with a tanned skin. The flowery pastels are smart, too, and next winter you can dye them a dark colour.

COMBINATIONS of materials, as in the dress on this page, or combinations of colours are smart. Pale pink with pale blue is smart in Paris.

CAPES are the newest evening wraps. Sometimes, pleated ones go with printed chiffon dresses. Or you may prefer a little jacket like the one shown here. Those of gay velvet are chic and cheap, and satin and dull crêpe make nice jackets, too.

COVERED SHOULDERS are becoming and smart and nice for all breezy places. On the opposite page are a demure cape-effect and provocative puff sleeves of petals. You'll see all kinds. The new neck-line has a way of coming up close to your throat in front, no matter how deep it may be in back. Look for this neck-line. It usually means a good dress.

One of those frocks you will wear and wear—of raspberry-red and white or bright blue-and-white crêpe, with a plain raspberry or blue crêpe jacket; from Lord and Taylor

High in front and low in back, with shoulder capes and a sash tied high at one side—these are chic points of this green canton crêpe dress; from Franklin Simon





LORD AND TAYLOR • STERN'S • ALTMAN • SAKS-FIFTH AVENUE • ALTMAN

Foiling your years and your income

Country life demands a costume like this for the older woman—a white Chinese damask dress and jacket. It launders easily. The price is under \$30

All you who think you are not young enough to wear a short jacket—try this one. Jacket and dress are of washable blue-and-white shirting; under \$30

This sort of dress means so much to an older woman—a semi-demi of black chiffon with a white top; black jacket. Blackshire model; under \$40

When you're past the age for wearing scant mail-lots, this jersey suit with a well-cut skirt is the perfect answer. It's in claret-red and under \$16

Cool and conservative—this navy-blue or black sheer crêpe Blackshire dress is given esprit by its trimming of chiffon and lace. It's under \$40

You need not pass by the smart white bathing-suit—even though you're forty—if you take one tucked diagonally, like this of jersey; under \$13

Stick to rather tailored effects—even in your beach coat. Here is one of ribbed cotton durene. It hangs just below the calf of your leg. It's under \$7

Hot weather in the city limits can be foiled with this sheer georgette suit in navy-blue. The blue-and-white checked blouse joins the skirt; under \$49

Black, yellow, and white is a fresh combination for this printed dress. If you look well in the smart closed-in neck, you can tie this higher; under \$30

The great advantage of this beige or black silk coat is that you can wear it with a printed dress or with your afternoon chiffons. It's under \$40





There is nothing smarter than a sweater suit for a small boy to play in, and nicest of all is one that you knit yourself. This has shorts, a sleeveless sweater, and a jacket (unillustrated)

The sweater suit at the extreme left is very easily made, and, in pink, blue, or a pale yellow, it's enchanting for a very little girl. The width at the shoulders forms the little cap sleeves

In the photograph below, you see two of the three pieces that form a very useful ensemble for a four-year-old child. The unillustrated garment is a long-sleeved sweater that buttons in front



MORST, PARIS



TWO PHOTOGRAPHS BY HOYNINGER-HUENÉ, PARIS

KNIT ONE, PURL ONE

DO YOU want your infants to look as if their grandmother had just returned from Paris with outfits from Rouff; do you want, in other words, very de luxe looking little hand-knit clothes, though you can't afford to spend much on them? Then lay in a few hanks of yarn, mobilize your fingers, and read on.

Look first at the little red-and-white ensemble on this page. It is in three pieces—a jacket, which you can see in the photograph at the right; a sleeveless pull-over model, which is shown on page 76; and panties, which are really a little sun-suit and which you can see below. The directions given are for a six-year-old, and the jacket is 15 inches long, with a width of $23\frac{1}{2}$ inches, including the double-breasted closing, and sleeves $14\frac{1}{2}$ inches long.

The materials needed for the jacket are 6 balls of Bear Brand or Bucilla Shetland Floss, Scarlet No. 410; 1 ball of Bear Brand or Bucilla Twinkle yarn, white; one pair of No. 2 Bucilla Celluloid knitting-needles; 1 Bucilla Celluloid crochet-hook, No. 1; 8 small red buttons. Fifteen stitches are figured to 2 inches, 10 rows to 1 inch.



Right front—With scarlet, cast on 60 stitches. Work in stockinette stitch (knit 1 row, purl 1 row) for 2 inches, ending with a purled row. Starting from front edge, knit 24 stitches, bind off 20 stitches for pocket, knit to end of row. On a separate needle, cast on 20 stitches for pocket lining, work $1\frac{3}{4}$ inches, ending with a knit row. Take up jacket, purl across 16 stitches, purl 20 stitches of pocket lining onto this needle, purl 24 stitches. Work 8 more rows in stockinette. Next row, knit 5 stitches, bind off 2 for buttonhole, knit 12, bind off 2, work to end of row. Next row, cast on 2 stitches over stitches bound off. Work $2\frac{1}{2}$ inches. Repeat buttonholes. Work until front measures $8\frac{1}{2}$ inches. Bind off 5 stitches for underarm, decrease 2 stitches at armhole edge every second row, 3 times; then 1 stitch every second row, 4 times (45 stitches). Work until armhole measures 3 inches, ending at front edge.

To make first row of ribbed yoke—knit 24 stitches, * purl 1 stitch, knit 1 stitch, repeat from * across row, ending purl 1 stitch. Second row: knit 1 stitch, purl 1 stitch, and repeat for 21 stitches, purl remaining stitches. Repeat these 2 rows for 2 inches. Bind off.

Work left front to correspond to right front, omitting buttonholes, making pocket 16 stitches from side seam.

To start the back, cast on 90 stitches. Work $8\frac{1}{2}$ inches. Bind off 5 stitches each side; decrease 2 stitches each side every second row, 3 times; then 1 stitch each side every second row, 4 times. Work until armhole measures $2\frac{1}{2}$ inches. Work ribbing on all stitches for 2 inches. Bind off 6 stitches at beginning of each of 2 rows, then bind off 4 stitches at beginning of each of the next (Continued on page 76)



The little knitted costume shown at the left is the nether half of the outfit just above. Or your small daughter might wear it as a sun-suit, without either sweater. Directions for making it are given on page 76

Under the little red jacket shown at the top of the page is a sleeveless pull-on for warm days. The top photograph on page 76 shows the effective stitch used. Directions are given for making it



THE

A TABLE COMPLETELY SET FOR UNDER \$49

ECONOMY FOR THE HOSTESS

**The new, simple menus served by
twelve entertaining New Yorkers**

ONE thing that this financial era has proved forever is that the lady who really enjoys entertaining her friends is not giving it up, no matter what goes on—or off!—in the stock-market. The only real difference in the doing is that simplicity—which is smart any way you look at it—, instead of being studied and expensive, has become necessary and inexpensive. Of course, summer gives the hostess all the breaks in this, because then is the time when there is practically nothing but informal entertaining, and the gay lunches out under the trees on Long Island become the criterion of pleasant entertaining. One of the nicest phases of this kind of hospitality is to have it as expansive as an accordion. You don't have to be prodigal; it is all in the kind of food you choose, and there's something altogether charming in saying, "By all means bring your friends"—and meaning it.

Mrs. Henry G. Gray has these buffet luncheons all during the summer, and she has definite theories about the kind of food that graces them best. Often, her *pièces de résistance* are meat pies, made in the big earthenware dishes that always make you think of France. She always has something *en casserole*, something that you can spoon out for yourself, which is half the fun of it. Italian dishes, macaroni and spaghetti, are favourites, but no eggs. Eggs

are much too breakfasty for this kind of luncheon. She always has a salad of crisp string-beans marinated in French dressing or a mélange of fresh vegetables. Mrs. Gray likes ice-cream—especially if lunch is on Sunday, and children are going to be there—and she dislikes cocktails before lunch, especially in the country. They aren't part of the picture, she says.

Mrs. Henry Alexandre's informal luncheons and suppers are famous, and fun. She gives you soup first, and then corned-beef hash or liver and bacon with tiny sausages, or savoury spaghetti. She always has a green salad served in a wooden bowl, and one of the *spécialités de la maison* is having baking-powder biscuits and hot corn bread and Swedish bread with the Melba toast. This comes from a Southern background, and another Southern touch is an array of all sorts of pickles, jams, and chutneys, put on lazy-suzans. These are things that you get so seldom that you forget how delicious they are, and they add to the gaiety of informal meals. For dessert, cut-up fruit, ice-cold, or strawberry ice, with coffee passed around afterwards, the only thing which you don't serve yourself.

At Mrs. Tuckerman Draper's, you may begin a summer lunch with cold bouillon served in a cantaloup, followed by curried rice with chutney (curried anything, you know, tastes hot, but leaves you delightfully cool), asparagus, and, for a sweet, cut-up peaches or strawberries with sponge- or angel-cake. Or, if rice doesn't figure in the entrée, Mrs. Draper serves ice-cold rice pudding with stewed peaches. And if you happen to regard rice pudding as dull, or in the light of nursery fare, it is (Continued on page 80)

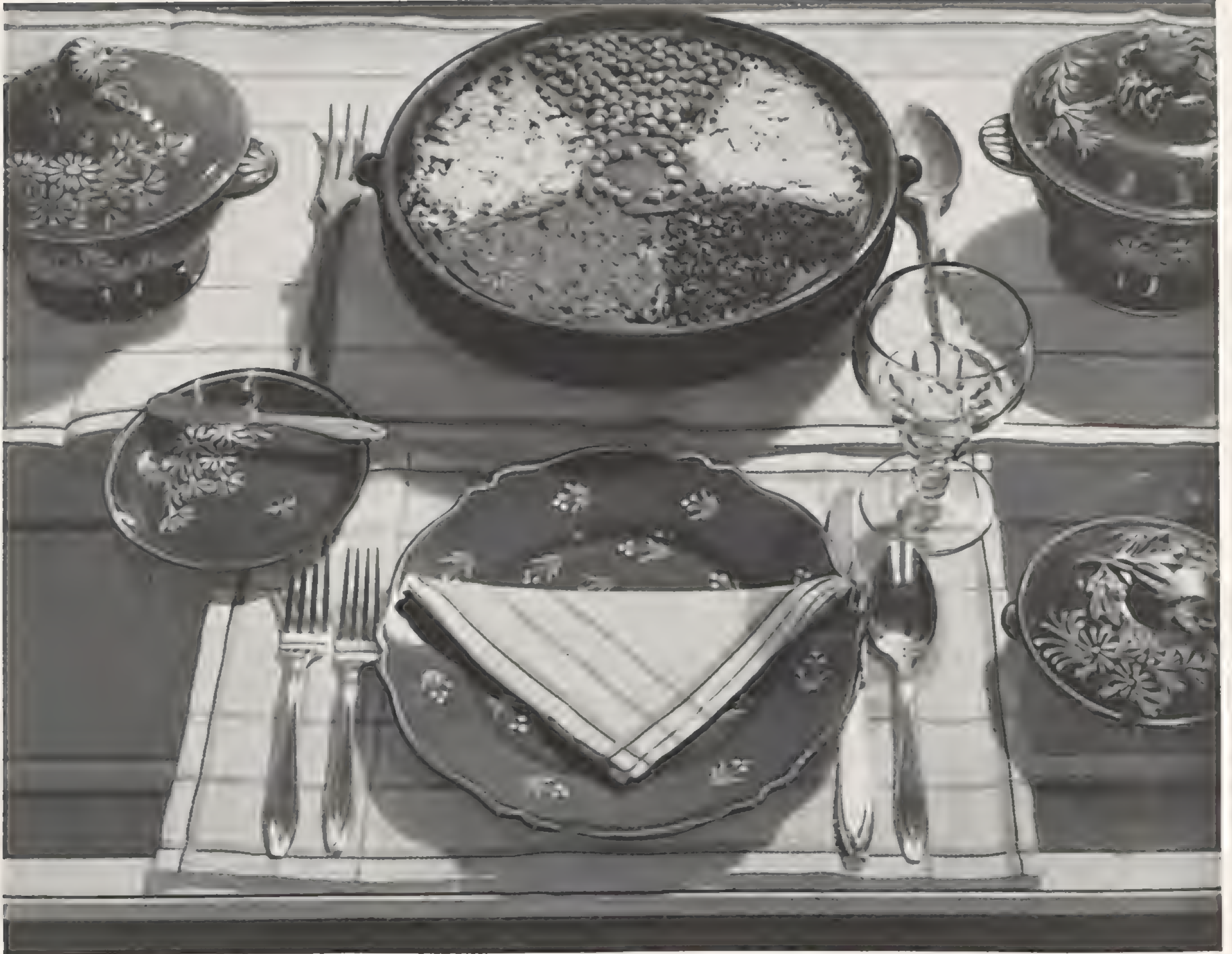


Above is a close-up of the table on the opposite page. Just to prove table-chic at a price is no myth, the prices (for each piece individually) are: place-plate about \$1; hors-d'œuvres plate about 50c; ash-tray about 35c; cigarette holder, butter-plate, and glass about 50c each; salt and pepper, about 25c; centre-pieces about 75c; epergne about \$2.50; all from Mitteldorfer Straus. Red-handled cutlery about \$1.19 each; Macy's. Linen set under \$10; Mosse. Chairs, about \$4.50 each; Mayhew Shop. Table, about \$60; L. D. Ford

The white cocktail glasses could be brought in on their tray accompanied by biscuits in the white hors-d'œuvres dish as a prelude to the lunch that is about to be served on the red-and-white table. The glasses cost about 50c each, and the tray and hors-d'œuvres dish about \$1.75 each; from Mitteldorfer Straus. The crystal glasses with heavy green bases are extremely attractive; in black-and-white or all-white, too, in these sizes, under 40 cents each; Macy's. The relish dish of white-and-gold tôle is under \$8; Bonwit Teller



Gay red and cool white



CHIC AND CHEAP



THE 3

- Nothing is smarter than simple country food and peasant pottery in summer. One smart hostess makes her pièce de résistance a dish of Spanish risotto in a foreign earthen casserole and serves it on French pottery in poilu-blue with white sprigs. Plate under \$1; covered soup cup and plate under \$1.50; compotes under \$1; flat-ware from around 40c to 70c each; wooden fork and spoon under 50c; glasses under 25c; linen runner under 50c; napkin under 20c; all from Macy's
- A blue-and-white dotted breakfast set is cheering news; about \$8. Nice blue tray; under \$1; Macy's
- A cat for your terrace water pitcher or for a watering-pot, about \$7.50; Lord and Taylor. Fish dishes, about \$1; Mitteldorfer Straus

SHOP-HOUND

Tips on the shop market

FOR the girls who want to look too, too superb this summer, for about the price of a Western sandwich, there is more than hope, there is promise. As far as the eye can see, the shops are full of neat little tricks, little striped linen and white piqué and coloured cotton tricks for in the pleasing neighbourhood of ten dollars. Also observed: some *appetitlich* white linen bathrobes at Altman's, made like a man's. These have bands of blue on the three-quarters sleeves and the neck, and look crisp and cool for going down to the water on a July morning. And cheap, of a cheapness.

Next: a lady of Shop-Hound's acquaintance in a short, short sweater knit of common or garden grocery string, the sort that ties up the baking-powder, the beets, and the butter. On being cross-questioned, this lady admitted to having knitted the article under suspicion herself. And very nice, too, to while away the long summer evenings with a ball of grocer's string.

Next: Best has white piqué skirts (what is summer without a piqué skirt?), either with patch pockets or with box pleats in back, divine for wearing with coloured lisle shirts, for around four dollars. Again: try knitting yourself string belts; takes a short time and looks like Something. And yet again: forget not that dark glasses do in some mysterious way add great chic to a bathing-suited figure, and you can do quite well with a cheap bathing-suit if you wear a pair of these ten-cent goggles.

- That magnificent little Aladdin's Cave all full of Somethings to be had for practically nothing, Beatrice Meyer, is still functioning with all the excitement and wham of the last time I told you about the shop. The wonderful, wonderful prices are still the same, between thirteen and twenty-seven dollars, and you still can snatch up little joys-forever of every kind. The summer things were on the verge of coming in when I was there, and so I only saw part of them. But that was enough to give me an idea. For instance, there will be piles of summer cottons for as little as ten dollars, and these are going to be too divine, judging from

a certain white dress I saw and another made of lipstick-red cotton. There are plenty of little printed silks for town, one with big white daisies practically swamping the brown background, another in bright cobalt-blue with a tiny threadlike design in white, made like those Vionnets that do the nautch-dancer trick around your bosom. Of the grand summer evening dresses, one should certainly go down in the archives. It is made of white rough crêpe with a garland of light blue flowers around the waist and a little jacket of crêpe in the light blue.

- Esmond, of blanket fame, has come out with a new blanket, made in a pair, destined to be used on yachts, and very seafaring it is, too. It's made of soft, thick wool in bright navy-blue and has a design of crossed anchors woven on both sides of the pair. Up one side runs a long zipper. You see the point of this is that you, sea-dog that you are, climb in between the two layers of the pair, pull the zipper, and thenforth are able to turn over without pulling the blankets loose from the sides of the berth and without getting your feet out, which is what mostly happens. It's bound with Celanese, costs less than thirteen dollars, and is definitely something to remember when you are equipping your boat for the summer.

- Thirty dolls—raving beauties to their sawdust souls—are just starting off on a tour of these United States, and, take my oath for it, if they stop off in your fair city, you won't regret going out of your way to see them. White-skinned, yellow-skinned, brown-skinned, dressed in the finery of their native lands, they come from all the corners of the earth—at least all the corners where ladies depend on Elizabeth Arden to make them more beautiful. "You don't mean to tell me," I asked Miss Arden, as I stared at the heavily veiled little Egyptian doll, "that she uses your mascara in her Islam harem, or that this Eskimo lady here has given up her whale-oil for your cold-creams, or that that Javanese dancer's café-au-lait skin is dusted with your rachel powder?" Well, it seems that that's exactly the case. There are thirty



- Shop-Hound practically spends her life snooping about the shops. If you need advice or information, address Vogue's Shop-Hound, 420 Lexington Avenue, New York (enclose a stamp)

lovely ladies in all: high-caste Hindoo, Persian, Moroccan, South American, Europeans, and Miss America towering chicly among them. A famous Polish artist, Madame Jeanne Lebedeff, made these dolls, and they're real works of art, replicas of the famous Trocadéro Museum collection. They'll visit practically every Elizabeth Arden salon in this country.

- At Stern's, there is a magnificent collection of table-cloths which are embellished with various Scotch plaids, and no mongrel breeds either, but the tartans of the clans Stewart, McLeod, Fraser, and such. They are made of linen, and some of them are fringed—divine. They are intensely summery and belong on a lunch table set out on a terrace with the sun shining, or for breakfast or something cheerful like that. These plaid linens are used, also, to make runners and mats, so you see you can get just about what you feel like.

- The best inventions are the ones that are a culmination of an acknowledged physical law, rather than a bolt from the blue. I mean, electric lights probably wouldn't have taken hold on the public imagination so well if Benjamin Franklin hadn't been flying kites for some time previous. This (Continued on page 86)

Sew Your Own

with Vogue Couturier Designs

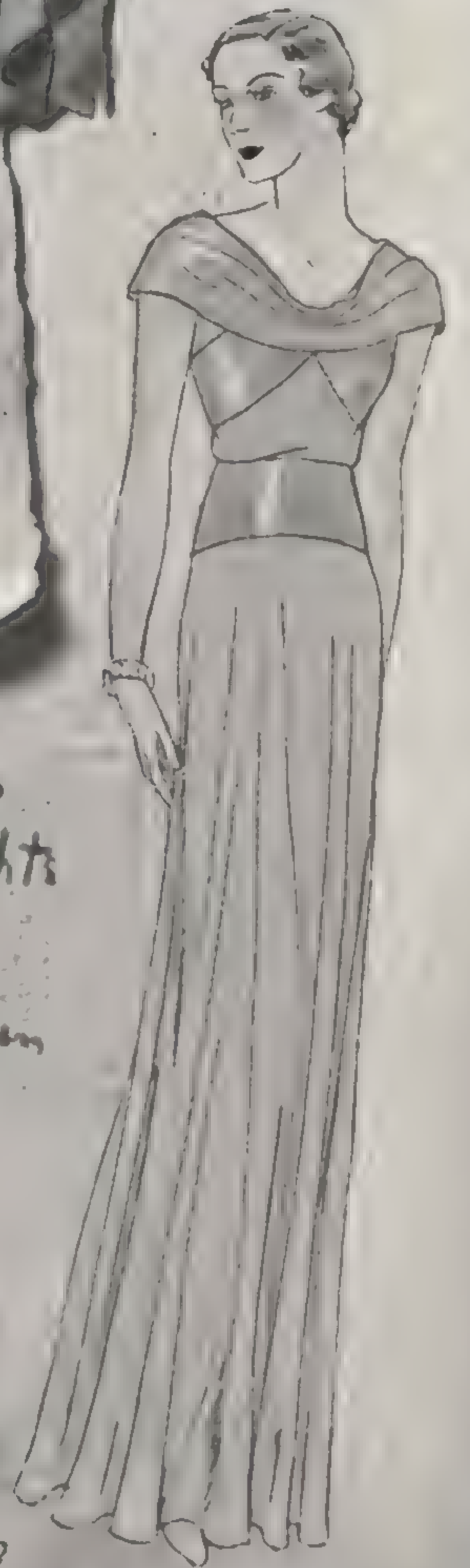
An afternoon dress
designed in Paris.
Sheer crêpe
from Cheney



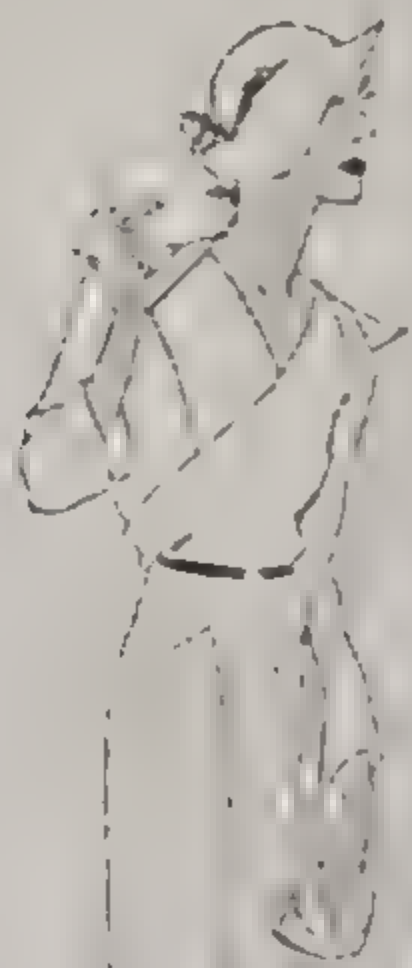
A dress and jacket
for summer days.
Printed
orgette, Onondaga



Satin and chiffon
for summer nights
Cheney's chiffon
printed orplum



Another Couturier.
design (for general
wear) in plain
or printed crêpe
from Stehli.



175

ensemble for
small evenings
or formal
interiors.



178



crinkled "Crêpe
Olympic" from
Mallinson

A variable
ensemble for
Town and
Country designed
in Paris



176

Marshall Field's
Striped Echange
or checked Belau
Jou printed silk
for the scarf.



BACK VIEWS OF THESE MODELS ARE SHOWN ON PAGE 70

Designs for practical dressmaking

FROCK S3582—Nice for tea, as it is here, or for Sunday nights, with longer skirt and lower neck. Of dull crêpe. Designed for sizes 12 to 20; 30 to 38

FROCK No. 6036—The circular sleeves and collarless neck are smart on a dress of William Skinner semi-sheer crêpe. Designed for sizes 32 to 40

FROCK 6034—Built to look like a coat-dress, this rough crêpe model has sleeves in one with part of the blouse. Designed for sizes 14 to 20; 32 to 38

FROCK No. 6035—A separate piqué gilet forms a cape collar in back and crosses in front on this canton crêpe dress. Designed for sizes 32 to 40

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. The prices of patterns are given on page 84

Comme il faut!

Quality is the first law—and exquisite flavor is her handmaiden. Where this code prevails over the dining-table, Campbell's Soups are accepted as representative of the highest culinary standards.

They not only conform with every requirement of the strictest table, but they are also recognized as genuinely original creations of the French soup-chef's art.

Preface your next formal luncheon or dinner party with the dainty allure of Pea Soup—each taste of it gay as springtime—each spoonful of it the proof of a perfect hostess.

You will find this Pea Soup, by Campbell's celebrated chefs, equally attractive and useful for the family table and the children's meals. Its exceptional and wholesome nutriment is richer still when served as Cream of Pea, according to the easy directions on the label.

EAT SOUP AND KEEP WELL



21 kinds to choose from...

- | | |
|---------------|-------------------|
| Asparagus | Mulligatawny |
| Bean | Mutton |
| Beef | Ox Tail |
| Bouillon | Pea |
| Celery | Pepper Pot |
| Chicken | Printanier |
| Chicken-Gumbo | Tomato |
| Clam Chowder | Tomato-Okra |
| Consommé | Vegetable |
| Julienne | Vegetable-Beef |
| Mock Turtle | Vermicelli-Tomato |

LOOK FOR THE RED-AND-WHITE LABEL

MEAL-PLANNING IS EASIER WITH DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

STAYING WITH OTHER PEOPLE

THE world can be divided into two kinds of people, it has been said: those who know how to receive, and those who know how to be guests.

As a guest, I propose to write on the art of receiving.

I am one of the thousands who suffer acutely when I am away from home. I suppose I am a poor guest. I should prefer to think most people are bad hosts, but this, the land of hospitality and charming offhand good manners, can hardly breed the bad hosts my bad guest-sense seems to find. When I say I am one of the thousands, I mean it. I know personally dozens who share my apprehensiveness. Some are young, on first visits—flappers or undergraduates, youths and débutantes. Some are grown women and men.

The pathetic part is, we set off with such anticipations. Packing is amusing—one's best clothes—and the train—leaving parents or housekeeping or children behind, and the motion of a train, as if bound for some foreign land, with its soothing song, and the ding-dong of the rails recalling other journeys, other lands. If one goes with husband or wife, it is added fun, because one wearies so of that known companion always under the yoke of bondage, busy with bills, pestered by domesticity, or else dead-tired from an office. So, for a few minutes, one is glad. Then comes the first cloud. "I wish we were going off by ourselves." One may be foolish enough to say this aloud. It is nearly always a mistake. After two years of marriage, it is inevitably clumsy. "Don't you want to go, then?" is the invariable answer, and the mood now crystallizes into one of real misgiving.

There's a volume of Proust in which he expresses the inexpressible oppression of new surroundings and the tortures of a new hotel room. The house one is to visit for the first time has all this in store. There *are* houses where the hall at once banishes apprehension. The alluring atmosphere of the very front door is invariably justified by the character of the hosts. Servants, likewise, always spread an exceedingly potent atmosphere in keeping with

By one who declares that it's a

great life if you don't week-end

their masters' tempers. The forbidding, suppressed, disapproving maid is the maid of conventional, indifferent, meanly ambitious hosts. The witty, observant, kind face of the parlour-maid belongs to the imaginative, slightly emotional mistress. The dog that tries to bite you has for master the sporting, slightly coarse-grained bore of a host. Sometimes, it is the smell of it that makes a house. And I don't necessarily mean lavender! Every house has its smell. One I love to visit smells of beeswax, yet at once I am at ease there.

Now I would like to lay down some rules for visiting, as seen from the point of view of restive guests. They are these. The house one visits must be slightly warmer than one's own. (Just as one is nearly always bored when visiting, so is one invariably cold, as well.) The hostess must leave you alone, or with other guests, for considerable periods of the day. You yourself must have brought occupation—or the hostess must provide it. A shared task, like a danger shared, draws people together, but, on the whole, it is nicer to work by and for oneself (weeding a friend's path is barren pleasure).

The hostess must say, "And now you ought to rest," at intervals. What she really must mean by this is that she wants a rest from your presence and that you need a rest from her. She must have organized days ahead without fuss and excitement. (That's why guests, once having accepted invitations, ought never to fail their hosts.) Suddenly, just as you thought you were perhaps bored, you find a party materializing. Some one you wanted to meet is coming or the house you longed to visit is to be visited; the car is at the door to take you there. Though she knows your interest in houses, the hostess should not be continually showing you her own, nor the host singing you the song for which he picked up his antiques. There is nothing so positively aging as having to admire other people's furniture.

Some women can stand for hours in their own drawing-rooms. Guests can not, and are too shy to prod the parquets with a shooting-stick. Six-foot men should not be asked to sleep in six-foot beds. (When will bed manufacturers see this?) Breakfast and the early hours must be offered the guest in his or her room, and should be accepted. It must be felt possible to read in the presence of the host. It must be made clear who gives the signal for bed, and—

Good-byes must be as cordial as the welcome, without notable falling off in the food by Monday morning.

BY IJAC



Which star is 19... which is 39?...



Joyce Compton

This alluring young screen star, who is 19, says: "I could never hope to look lovelier than Billie Burke does right now. It's a comfort we both use the same complexion care! Lux Toilet Soap certainly keeps one's skin youthfully smooth."



Billie Burke

"I'm 39," says this radiantly youthful star. Who would guess it from this recent photograph! "To keep youthful charm you must guard complexion beauty. I use Lux Toilet Soap."

Screen stars know
the secret of *keeping*
youthful charm

ONE gloriously lovely at 19—the other radiantly beautiful at 39! Who could tell which is which? Years do not rob the stars. They *keep* youthful charm.

"I don't see why any woman should look her age," says the lovely Billie Burke. "I'm 39!"

"I'm 19," says Joyce Compton. "But no matter what my age, I could never hope to look lovelier than Billie Burke does right now. What a comfort to know her secret of complexion care!"

How does Billie Burke keep her adorable young charm? "To keep my skin clear and soft," she says, "I use Lux Toilet Soap *regularly*—and have for years."

*9 out of 10 Screen
Stars use it*

Of the 694 important Hollywood actresses, including all stars, 686 guard complexion beauty with fragrant Lux Toilet Soap. The Broadway stars, too, have an overwhelming preference for it. It is so gentle, so beautifully *white* no other soap can rival it!

LUX
Toilet Soap
10¢



WHEN a dress can be as simple as this and yet have unquestioned distinction, it is marked for success. And there is nothing in Mrs. Franklin's new summer collection that has received more praise than this sportsmanlike dress of eggshell tweed yarn combined with colored zephyr floss. It is light as a feather and bears a beautifully designed monogram.

Its cost is fifty-five dollars.

Mrs. *Franklin inc.*

TOWN AND COUNTRY CLOTHES

NEW YORK, 16 EAST 53RD ST.

PHILA., 260 S. 17TH ST. • JENKINTOWN, PA. • HAVERFORD, PA.
BAR HARBOR • YORK HARBOR • WATCH HILL • PALM BEACH



Manuel made this transformation of beautiful white hair. It has a youthful feeling, yet it is entirely suitable for an older woman

ON HER DRESSING-TABLE

WOULD you, if you were not about to be told at this moment, believe that the lovely lady shown above was wearing a transformation? The answer to this rhetorical question is that you certainly would not, nor would you if you saw the lady in the flesh, so skilful and so completely natural is the effect. Manuel, who created this beautiful one, has been among the crusaders in leading the transformation into beauty and naturalness. Two developments that are important in making a transformation look like your own hair (only better) are that the foundation is now made so that it can be placed far back on the head, with the hair drawn forward in the most natural manner in the world, and that there need only be single hairs at the parting—while two used to grow there before—which makes the part stay in place better and the hair lie flatter. All the hair in fine transformations is naturally curly and naturally coloured—no dyeing or bleaching. Manuel makes transformations for people all over the world, since it is simple and satisfactory to order them by chart if you aren't in the vicinity of his New York or Paris shop. Once a month, your transformation is sent back to the shop to be washed and water waved, and most people keep two, so they can be alternated. Aside from the beauty of the hair and its arrangement, the fit is the thing, and Manuel fits a transformation to your head as though he were making hair grow out of your own scalp.

Helena Rubinstein, who has a delightful faculty of providing you with just what you want at a much smaller price than you think you will have to pay, has a new travel and vacation kit that is a gem. It is of moire, with a slide fastening, made with waterproof pockets inside that hold the preparations firmly and safely. These preparations include the famous pasteurized cream, an astringent lotion, a protection cream that can also serve as a finisher, sun-proof beauty lotion, sunburn oil, sun-proof beauty powder, and a box of the new water-proof rouge.

There are sufficient supplies of these to last all summer. The rouge is something pretty special in rouges, going on in smooth, flattering fashion and retaining its colour even after being submerged in the sea. Another economy-de-luxe item from Madame Rubinstein is her lipstick, with the mechanism that works with a twist of one finger. Not only is this excellent mechanically, but you get a lot of superior lipstick for a very moderate price—in three different shades, one an especially flattering red-coral tone.

There is something very satisfactory indeed in having the head of a good hair-dressing establishment analyse and prescribe for your coiffure himself. This is what happens to you at Theodore's, where every head comes under the direct attention of Theodore, who regards each coiffure in the light of a new and arresting problem. This shop is one of those pleasant places where they not only do your hair well, but provide excellent permanent waves and good manicures and facial treatments. Theodore has only been established in this country for seven years, but he has given one client fourteen permanent waves during that time, which is a testimonial in itself. His new shop is located in East Fifty-Second Street, and it is all done up in trim and modern fashion in harmonious browns with commodious booths and comfortable chairs. Once a brush and comb have been used on your head in this establishment, not only are they immediately put into the sterilizer, but they are marked with your initials so that no one else ever has them again, which is another mark of the very pleasant, personal type of service that distinguishes the shop.

If you are not particularly pleased with your face as you see it reflected in the mirror these June days, an excellent place to take it for beautification is to Mabel Shand's attractive little salon in East Forty-Seventh Street. Miss Shand is one of those specialists whose treatments vary completely according to the skin she is treating. She (Continued on page 70)

YOU CAN HAVE THE CELEBRATED *English Complexion*



LADY MARY PAKENHAM says: "I've found the Pond's Method is better than complicated beauty treatments. It keeps one's skin in marvelously good condition, too."

Use the Two Creams which are the greatest favorites in England

IT'S a part of the English code of gracious living—the English complexion, cool, fresh and fragrant as roses washed in dew.

No wonder the famous Two Creams are "best sellers" in England, for they supply three of the four essentials of skin beauty... Cleansing... Lubricating... Stimulating... Protecting.

The very texture of Pond's Cold Cream shows you why it is the favorite cleansing cream—it is so rich in smooth cleansing oils that penetrate to the depths of the pores and float out dust and grime... And Pond's softer Cleansing Tissues are the best way to remove cold cream. These two together assure your skin the first essential of loveliness—immaculate cleansing.

For lubricating, more Cold Cream! Pat in each night, after the bedtime cleansing.

LADY ESMÉ GORDON-LENNOX says: "Pond's Two Creams are the surest protection I have ever found... I am never without the Vanishing Cream for powder base."

Its rich oils keep your skin supple and elastic, so that wrinkles will not form or telltale "bag-giness" appear... To stimulate is the mission of Pond's Skin Freshener, which tightens pores and tones by quickening circulation, firms contours and keeps them fresh and young.

For protection and powder base Pond's Vanishing Cream is ideal—made on a formula that *cannot* dry the most delicate skin.



"It's such a simple way to achieve a soft, white, supple skin," says LADY ALINGTON of Pond's Method.



This way to the "English complexion"!

FOLLOW the Pond's Method daily to gain the celebrated fresh, clear "English complexion":

1. Generously apply Pond's Cold Cream several times during the day, always after exposure. Let the fine oils penetrate every pore and float all dirt to the surface. Wipe away with Pond's Cleansing Tissues, *softer*, more absorbent, white or peach... half again as many in the big new 25¢ box!
2. Pat briskly with stimulating Skin Freshener to tone and firm, close and refine the pores and keep contours fresh and young.
3. Smooth on a dainty film of Pond's Vanishing Cream always before you powder, to protect your skin and make the powder go on evenly and last longer. It disguises little blemishes and gives a lovely velvety finish. Use this exquisite Vanishing Cream wherever you powder—arms, shoulders, neck... and to keep your hands soft and white.
4. At bedtime, always repeat the Cold Cream and Tissues cleansing to remove the day's accumulation of grime. Then, when the skin is immaculate, smooth on a little fresh Cold Cream to soften and lubricate the skin and leave it on overnight. You will waken with a skin like satin.



SEND 10¢ FOR POND'S 4 PREPARATIONS
POND'S EXTRACT COMPANY, DEPT. F
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Name _____
Street _____
City _____ State _____
Copyright 1932, Pond's Extract Company

Tune in on Pond's program every Friday at 9.30 P. M., E. D. S. T. . . . Leo Reisman and his Orchestra and guest artist . . . WEAF and N. B. C. Network



SOME day, perhaps,
the whole story of quality notepaper will be duly written.



Master craftsmanship will be in it; the feeling for beauty, the exquisite care that lie back of every sheet whose fine texture appeals alike to eye and to sensitive fingertips. A surprising little chapter on hand work will be there too, for even today some of the finest papers go through processes too delicate for machinery. And what fascinating pages may be written on the people whose instinct for quality has made the choice of *Hurd's* fine notepaper an inevitable mark of good breeding for over half a century! George B. Hurd & Co., Inc., 425 Broome Street, New York City.

HURD'S
FINE STATIONERY
For More Than Fifty Years

ASK FOR HURD'S WHEREVER FINE STATIONERY IS SOLD

DESIGNS FOR PRACTICAL DRESSMAKING



EVENING FROCK No. S3580
The contrasting shoulder-strap is in one with the twisted girdle. Designed for sizes 34 to 42

FROCK No. S3582—The skirt length and low-cut back are optional on this dress. Designed for sizes 12 to 20 and 30 to 38



Front views of these four frocks are shown on page 64. A second version of the dress at the extreme left is also illustrated above. Frock No. 6036 is an "Easy-to-Make" model. All of these have new and very chic lines

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 68)

has a penchant for electrical devices in connection with her pleasant creams and lotions, that stimulate or soothe, as the need may be, and that send creams deep down into your skin. If you have a slight sore throat or an aching head, she will take that on for treatment while she is beautifying your face, and turn you out feeling, as well as looking, a new person. She even removes brown spots and other discolorations, a process which takes a long time, but which is a boon to those who want to be rid of them. Chief among her preparations are a duet known as Mystray and Kool-Kreme. Mystray is a powder contained in individual little vials that you dampen and put on your face in a paste,

where it effervesces like a miniature Bromo Seltzer, and, during this process, gets down into the pores and forces out the secretions of dirt and oil that have accumulated there. One of these treatments given to your skin at home every three or four days helps to keep pores fine and gives the skin an exhilarated feeling. Miss Shand calls these treatments facial cocktails. Kool-Kreme lotion is a milkweed lotion, which serves as a light cleanser when you are in a hurry and which softens and soothes the skin, as well as providing an excellent base for powder. Another use for this versatile liquid is to take off indelible lipstick that has a way of defying cream or water. These preparations can be ordered direct from their maker in New York.

Absolutely new

most radical advance in sanitary protection
since the invention of Kotex itself in 1920

the new Phantom★Kotex

SANITARY NAPKIN
(U. S. Pat. No. 1,857,854)

New invention now brings a totally new sense of security in sanitary protection. Leaves no trace of revealing outline — even under closest-fitting frocks. Remains supremely soft, easily disposable.

FROM THE makers of Kotex comes this announcement of supreme importance to women. Announcement of an utterly new design in sanitary protection. So new—so advanced—so completely superior in its results that we predict it will swiftly make all other methods obsolete.

This remarkable new Kotex is perfected first and foremost to banish for all time those haunting fears you may have had at critical times. Fears that those telltale outlines might be noticed.

All that is done away with. The new PHANTOM KOTEX—called Phantom because you are scarcely aware of its presence—is so skilfully flattened and tapered that you wear it under closest-fitting gowns without slightest hint of revealing outline.

And for those who require more than the usual protection, Super Phantom Kotex is ideal—since the ends are completely inconspicuous, in spite of the extra protective surface.

Other Kotex features retained

Not one of the many original Kotex features has



been sacrificed to attain this new-day result. It is—as you will see—amazingly soft—delicate—absorbent. It is treated to deodorize; can be worn on either side with the same protection. Easy disposability—originated by Kotex—is still a superior Kotex advantage.

Never—since Kotex itself was invented—has there been advancement in sanitary protection to equal this. In perfecting it—Kotex laboratories have drawn from 12 years of experience as the world leader in sanitary pad manufacture.

Prices the lowest

Kotex prices are today lowest in Kotex history. You get this vastly improved product at no increase in cost.

So important is it for you to get the new PHANTOM KOTEX—and avoid imitations—that we have stamped the name Kotex on both ends of the new pad. Make sure when buying it wrapped that you get only the genuine new PHANTOM KOTEX. On sale at any drug, dry goods, or department store; also in vending cabinets through the West Disinfecting Co. Kotex Company, Chicago.

HOW SHALL I TELL MY DAUGHTER?

Many a mother wonders. Now you simply hand her the little booklet entitled "Marjorie May's Twelfth Birthday." For free copy, address Mary Pauline Callender, Room 2127, 180 North Michigan Avenue, Chicago.



PHANTOM ★ KOTEX

so called because—you scarcely realize you are wearing it

No revealing outlines—The new PHANTOM KOTEX is flattened and tapered so that ends are completely inconspicuous.

Greater security—The smooth, snug fit gives greater wearing ease than you've ever before experienced.

Lastingly soft—disposable—The same softness and absorbency for which Kotex is famous. Disposable always.

New Kotex Belt, narrow, adjustable, only 35c—Wear it with the new PHANTOM KOTEX. The combination makes for complete ease, for completely inconspicuous protection.



Now smart women look under shoes, too

... FOR STYLE

Madame and mademoiselle, to be sure that the shoe you are considering is truly smart, turn it over and look at its sole. Is it Darex? That is most important. . . . (Darex Soles are entirely unlike any other sole, neither rubber, nor leather, though they look like the finest velvet suede!) . . . Darex Soles are insulating, light in weight, flexible. They are waterproof—and cold proof. They add smartness to smart shoes, comfort to built-in comfort. Be sure every outdoor shoe you buy—beginning now—has Darex Soles.



A Selby Arch Preserver Shoe with Darex Soles
Smart Shoes! Concealing their delightful Arch Preserver comfort under the trimmest of lasts. You'll like them in the shop, you'll like them still better at home, and you'll love them on the links.

DEALERS IN ALL PRINCIPAL CITIES

Darex Soles

THE INSULATING SOLES

COUTURIER DESIGNS TURN THEIR BACKS



180

ABSOLUTE NECESSITY IN SUMMER

No. 180—You've seen the front of this semi-sheer crêpe dress and jacket—which is the sort of thing you can't do without in summer—on page 62. It would be very nice made of brown-and-white printed georgette from Onondaga—and extremely useful, too



177

EMPIRE WAIST AS SEEN BY DAY

No. 177—From the front, shown on page 62, this semi-sheer crêpe dress proves that the Empire waist can be beautifully managed by day. This back view shows the placing of the belt. You could make it, also, of printed chiffon, with great success



179

SHINY AND DULL—THE NEW DUET

No. 179—In this back view of the dress shown on page 62, observe the way satin and dull crêpe are put together—for this is a very new alliance, this season. This model would be terribly smart, too, of Cheney's pink-and-white printed chiffon



175

TWO-TIME DRESS IN TWO COLOURS

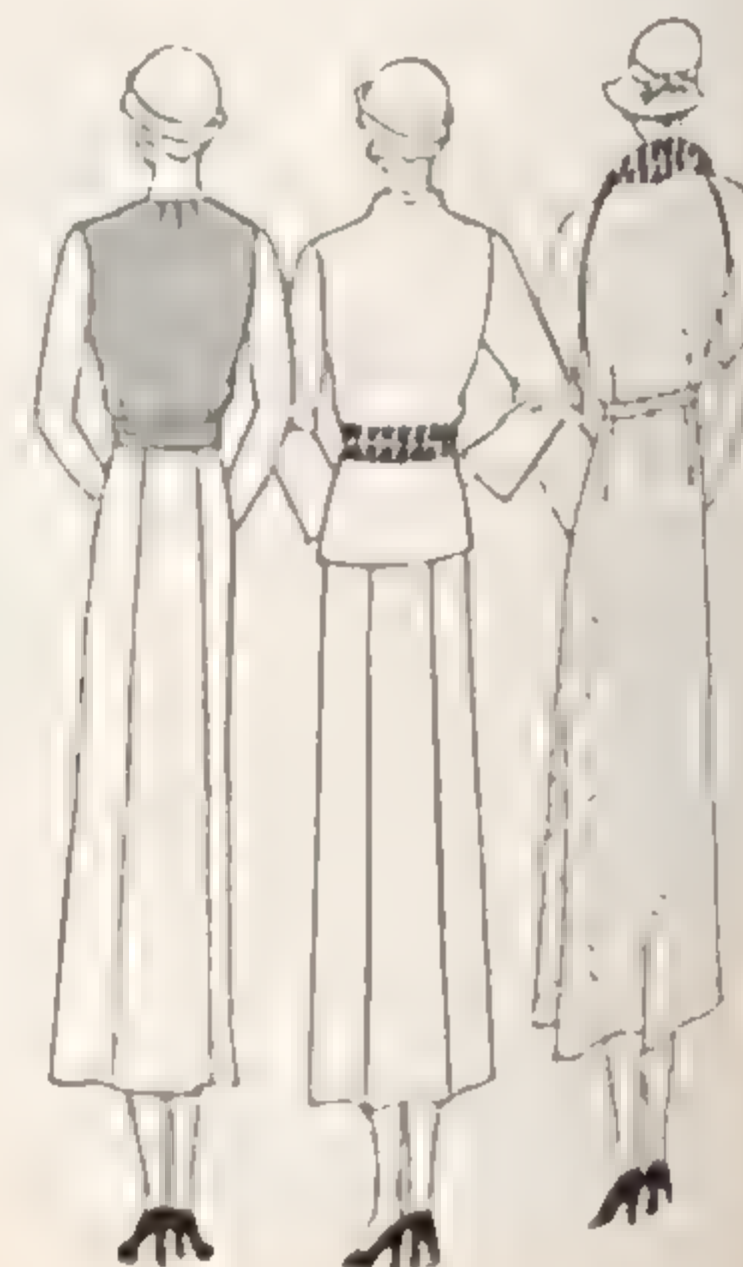
No. 178—Perfect for dinner without its bolero and smart for afternoon with the bolero, this is a very versatile, double-duty dress. On page 63, you see the low décolletage underneath; here is the back view with the bolero, short and chic and very flattering



178

CHIC WIDTH AT THE SHOULDERS

No. 175—Epaulette shoulders—which always help to make the rest of you look very slim—are featured on this dress of sheer crêpe, shown in a back view here and in a face view on page 63. Notice the way the skirt is cut, fitted, yet with a little flare



176

A NEW FOUR-PIECE ENSEMBLE

No. 176—Here are the back views of an outfit including four pieces: a woollen coat, a jersey jacket, a skirt, and a blouse. The front views appear on page 63. The scarf, which may become a sash, is of striped silk or of checked silk

PIERCE - ARROW



*The instinct for Pierce-Arrow
ownership goes deeper than
pride or social preference*

IT is bred of a deep-rooted, almost unconscious, conviction that Pierce-Arrow has always been built to standards singularly fine.

Many of the artisans whose skill is so brilliantly expressed in today's Pierce-Arrow Twelves and Eights came to Pierce-Arrow early in its career. They helped establish practices of precision manufacture which endure to this day. Such men, whose pride is in the deftness of their hands, work with gauges that measure four-millionths of an inch—with scales that register milligrams.

In an era when speed has become a fetish in manufacturing, the Pierce-Arrow plant at Buffalo remains the distinguished exemplar of painstaking hand-work . . . and the current Pierce-Arrow Twelves and Eights present Pierce-Arrow precision at its finest.



TWO NEW TWELVES
142-inch to 147-inch wheelbase
150 horsepower
137-inch to 142-inch wheelbase
140 horsepower

Priced at Buffalo from . \$3650

THE NEW EIGHTS
137-inch to 142-inch wheelbase
125 horsepower

Priced at Buffalo from . \$2850

From a Pierce-Arrow advertisement published in 1910 comes this picture of what was then "America's Finest Car." Throughout the intervening 22 years, there has never been a rival for this Pierce-Arrow distinction.

Martha Washington, gracious mistress of Mount Vernon, knew every luxury that Colonial days could offer, and yet...

NOT even Colonial wealth or high position could command a luxury now within the reach of all...the luxury of restful, refreshing sleep assured by Esmond Pelage* Blankets; because Pelage makes Esmond Blankets warmer, and does it without a semblance of needless weight. ¶ Here are shown Esmond Feather-

Light Blankets which supply just the right amount of needed comfort on those chilly nights in spring, summer, and early fall. ¶ Made by the makers of

the famous Esmond Pelage* Blankets; in becoming pastel colors; priced surprisingly low. See them at all good stores. CLARENCE WHITMAN & SONS, INC., 21 E. 26th St., NEW YORK.



*Pelage—a soft undernap of fur that protects animals from bitter cold. Esmond exclusively applies this principle to blanket making.



ESMOND

PELAGE

★ BLANKETS ★

Also made in Canada—Esmond Mills, Ltd., Granby, Que.

ESMOND BLANKETS AND STEVENS SPREADS ARE PRODUCTS OF CLARENCE WHITMAN & SONS, INC.

These celebrated sterling patterns...

prized by Famous Hostesses
now cost so little

You will be delighted with
the amount you can afford
at today's low prices

FAMOUS Gorham sterling, owned by brilliant hostesses in North, South, East and West, now costs less than it has in many years!

This is certainly the advantageous time to select your new sterling set or to fill out the pattern you already own.

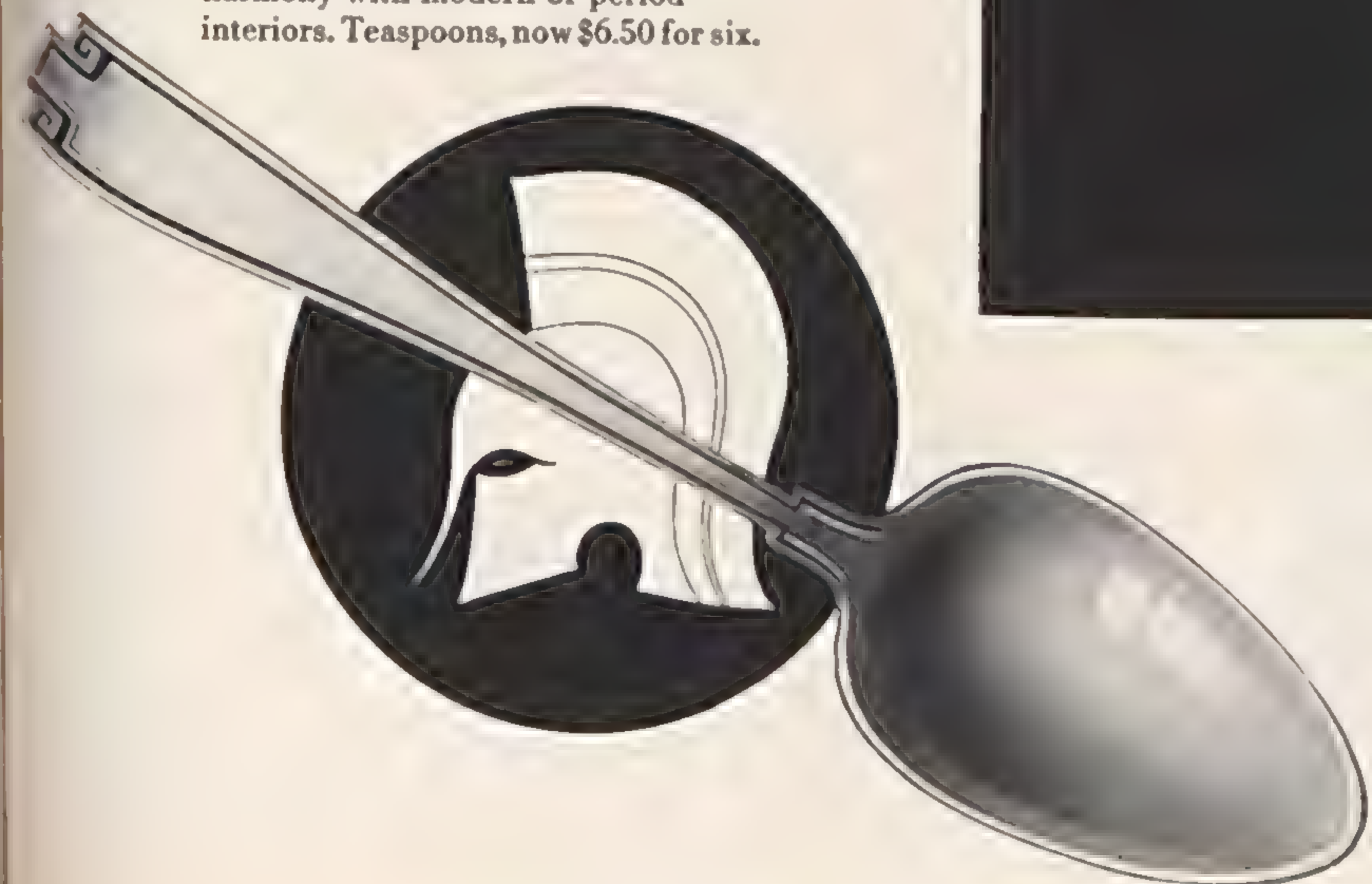
With great economy, you can now choose lovely, classic Etruscan, which is owned by Mrs. William Lawrence King, Jr. Or, perhaps your favorite is smart modern Hunt Club, the wedding silver of Mrs. Albert Howell, Jr. The aristocratic elegance of Chantilly may harmonize best with your furnishings, as it does with those of Mrs. John K. Ottley, Jr.

Or your choice may be stately Fairfax, as it was Mrs. J. Clyde Rogers'. If you are smartly Victorian, charming King Albert will delight you! This pattern is proudly owned by Mrs. Ross S. Campbell.

For 100 years Gorham has stood for peerless craftsmanship in wrought silver. Every pattern has been created by a master designer, to delight your discriminating taste.

Enhance the loveliness of your table by completing your favorite pattern or choose one you have long yearned to own. Authorities in the business world agree that an increase in silver bullion may come this year. Perhaps never again will you be able to buy Gorham sterling at such low cost!

Etruscan—In the classic tradition, Etruscan has rhythmic beauty and exquisite balance. The clear, clean lines of this design are equally in harmony with modern or period interiors. Teaspoons, now \$6.50 for six.



Fairfax

The stateliness of 18 Century America inspired Fairfax. It harmonizes well with any decorative scheme. Teaspoons, \$6.50 for six.

Chantilly

Of French inspiration, the curved design of Chantilly has patrician grace which is charming in any setting. Teaspoons, \$6.50 for six.

King Albert

The rich simplicity of King Albert makes it one of the most beloved of Gorham's celebrated patterns. Teaspoons, now \$6.50 for six.

PROMINENT HOSTESSES WHO OWN GORHAM STERLING

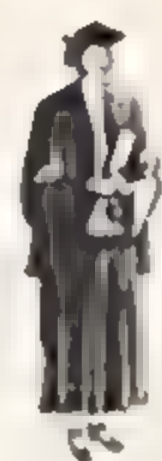
MRS. ROBERT L. RAYMOND, JR.
MRS. HENRY WARD BANKS III
MRS. ALBERT G. MASON
MRS. CARTER HARRISON, JR.
MRS. CHARLES COMPTON SMITH
MRS. JOHN HIGH NOTES
MRS. JOHN COMSTOCK HERING
MRS. EDWARD O. PRINGLE
MRS. HOWARD F. WHITNEY, JR.
MRS. C. COULTER DE KLYN
MRS. A. HARRY FIELD
MRS. EDWARD BOWDITCH WATSON

GORHAM

Exquisite matching dinner services in Etruscan, Fairfax, King Albert, Hunt Club and Shamrock V patterns can now be bought at reduced prices.

★ BE THANKFUL THEY ARE GRADUATING
IN A

TOUGH YEAR!



A GROUP of prominent men who had finished school in the panic year of 1907 met with their wives at a class reunion in the boom year of 1929.

One thought kept recurring in their conversation. The men were eternally thankful they HAD graduated in a year when jobs were few and dollars were tight. And the women pitied the fellows who had missed the moulding lessons of their husbands' early struggles, by graduating into a too soft and ready world.

So do not be too greatly distressed. Be rather relieved that *your* 1932 graduate hits life exactly when he does.

And then give him—or her—this solid bit of encouragement—a *Hamilton*.

Hamilton prices have been reduced to meet 1932 requirements. Hamilton represents one bit of honest value in these years when so many things seem at sixes and sevens.

It will tell your boy—or girl—the *exact* time (and nothing but the exact time) *always*.

See the beautiful new assortment of Hamiltons at your jeweler's. Then *choose*. Or let us send you a fascinating little story, "When We Speak of A Tenth" by Christopher Morley which gives a poet's-eye view of how perfect we try to make every Hamilton, and shows a complete line of Hamilton models. Address Hamilton Watch Co., 861 Columbia Ave., Lancaster, Pa.



HAMILTON

the Watch of Railroad Accuracy



Watches pictured. From left to right. (Hamilton Watch prices have been reduced to meet 1932 requirements.) NEWCOMB, 17 jewels, 14k filled gold, natural yellow or white, \$65. WELLESLEY, 17 jewels, 14k filled gold, natural yellow or white, \$55.

MT. VERNON, 17 jewels, 14k filled gold, natural yellow or white, \$50. RONDEAU, 17 jewels, 14k gold, natural yellow or white, \$65.

STEVENS, 19 jewels, \$62; 21 jewels, \$92; 23 jewels, \$112. 14k filled gold, natural yellow or white. Other Hamiltons for both men and women from \$45 to \$300. Ask your jeweler to show you Hamiltons.

CAREER GIRL

(CONTINUED FROM PAGE 35)

Rogers, like Rudy Vallée (please throw no eggs), she puts herself across to "crowded houses."

Shyness is not a part of her. Inferiority has no foothold on her smooth young person. She does not doubt her talents; she refers to her career quite naturally, just as Gene Tunney or Lucretia Bori might do.

But it's quite a struggle to be a Career Girl.

Is it worth it or isn't it? She has to have pep — an overdose of it, or she's as good as lost. A deficiency of thyroid has no place in her system. But even the peppiest black-bottom dancer has time off. Not so our heroine. She is always on tap. Energy, persistence, courage, skill, sweetness, gaiety, the big smile, the big laugh, and no holidays. That's the contract she signs and follows out.

Lots of my friends think it wouldn't be worth while to be the most popular girl to-day. On the other hand, there are those who fill the air with envious sighs.

SOME WHYS AND WHEREFORES

The air is also filled with speculation. Where is the most popular girl going to end up? Will she marry brilliantly? Every Career Girl has a slightly different technique, and she is different in what she aims for. For instance, Mary Z, who has brought herself several thousand dollars a year, not only advertising, but wearing clothes for big stores. Besides that, she has a shop of her own, with her name written across it, which draws customers because she is in it, making a personal appearance.

But, unlike the motion-picture girls, she can't keep her maiden name when she gets married. She will be brought out in print as "Mrs. John Chesney, junior, the former Mary Z—." Everybody knows how that takes the edge off things. Anyway, Mary doesn't seem in a hurry to marry. Her instincts are all bent away from leaving the identity she has rolled up for herself.

For that matter, every Career Girl who marries gets a has-been title. So, if she marries, she works in as many flirtations as she can beforehand. Flirtations that are worth flirting about.

One Career Girl I know married a nice, dependable man. She wanted the novelty of a little rest. But the average Career Girl seems to fall for the man who personifies the excitement of the big, dizzy adventure she's in. She wants wide horizons. You can't tell her that this is a small world, or point to the ant on the orange.

Adelaide once said to me: "Flirt with all sorts of interesting men. Some day, somebody especially interesting whom you like comes along; then try to see to it that he crashes through. Meantime, you have been the queen and twenty large years of life have been squeezed into three or four small ones."

So she steers a wise course between Bill Alden of the seven million, Tommy Van Ryan who takes her places and provides the delicate refinements of whoopee, and plain John Smith of the passable assets and the golden

opportunities to make good domestically.

But whatever her ultimate view, no Career Girl goes in for any little outside arrangements. In spite of modernistic advertising to the contrary, that's the sure-fire way to dampen her career or melt it away altogether. She is forever the "nice child" in accents casually spoken, and she is never one of two on a week-end party. Or, at least, as a friend of mine said when somebody asked her if she's been left a million dollars, "Not so's you'd notice it."

But playing the innocent adventurer has its drawbacks. Naughtier ladies can hold on longer; *femmes fatales* and runners-up for Peggy Joyce's place do not denote newness, while stage ingénues may be stage ingénues until Angina Pectoris claims them. But our particular heroine can not gracefully graduate onto a tiger skin. And even if she could enamel her first schoolgirl blush and hang onto that unsuspecting grace forever, she can not decorate forever. She's a sky-rocket on her way up. She is something new. Not everybody has seen her yet. She can still come into a room and have anywhere from two to twenty people say: "Who's that?" (I except Audrey, who is usually recognized.) Some one then gets the pleasure of saying: "Why that's the famous Adelaide. Don't you know her?" "So that's Adelaide?" says the completely floored one. "Oh, boy! Lead me up," and Adelaide cuts off a few more heads.

But if her first-impression possibilities are limited, if her career is the shortest possible, still, when Audrey loses that swell shape, she will probably be married to John Dough, and five years from now is a long time.

TECHNIQUE IN EARNEST

When her career is at its height and humming on automatic wheels, then Adelaide or Audrey begins to stretch herself and look around for Romance in the new sense—narrower, but deeper. Some young man will dance into the flame expecting the pleasant horror of a singeing, and Adelaide will blow out the flame and say: "The Show's over."

Before he really knows what's happened, he'll be beyond repair. And this is the surprise: she will proceed to make him the best wife that he could have won by the sweat of his most determined pursuit over the longest course of time. No one could outdo this daughter of the art of making him think he's king.

Her Yes's and No's will be spontaneous, but well-timed. She will capture and hold domestic peace, and, at the same time she'll provide entertainment. She'll be a good and ambitious mother, and the house will run like a clock. Chances are that it will be rivalled in chic only by herself.

So it goes. Her real adventure is over. She thinks of this as she sits twiddling her cabochon emerald bracelet that at last is not from a department store. "But then," she remembers, as she sits entertaining her inspector-squad of in-laws, "it was a great life—it's not over."



AN ENTENTE CORDIALE
BETWEEN FACE, FIGURE
AND FASHION IS
important...



• Elizabeth Arden's Muscle-Strapping Skin-Toning Treatment, with the additional attention which your type of skin requires, is the most effective tonic your face could have. And Oh, the grand luxury of relaxing in a soft chaise longue and letting the world go by!



• Have you ever seen Elizabeth Arden's Exercise Girls execute their rhythmic dances? Their slender hips and tiny waistlines are evidence of the effectiveness of these marvelous exercises. The floor-to-ceiling mirrors in Miss Arden's Exercise Rooms have witnessed many remarkable transformations from obesity to slenderness...from awkwardness to grace.



• And now your face and your figure will justify the time and money you have spent in assembling your lovely new wardrobe. How pleasingly cinched-in your waistline is...how slender your hips and arms. Elizabeth Arden is pleased. Aren't you?

The world's most successful trilogy a lovely face...a slender figure...a clever wardrobe

When they're united, you stand...when they're divided, you fall...so completely related are these three phases of beauty • As for the clever wardrobe, of course you will have to do your own assembling. But then clothes were never lovelier, more wearable, more devastatingly attractive than this season's collections. So Elizabeth Arden says, "Each to her taste...and have a good time buying them." You're bound to...they're so fascinating. It is with what goes under and above the clothes that Elizabeth Arden deeply concerns herself. Your body...and your face. And no matter how attractive your clothes are, they will go by the boards if lines on your face keep anyone from ever seeing your pert hat, if your make-up fails to harmonize with your costume, and if a thick waist throws your lovely striped town frock off balance • And so Elizabeth Arden urges you, for your very own sake, to take face and figure, as well as fashion, into consideration when you search your soul for an answer to the cosmic question, "How can I look irresistibly *soignée*?" One-third of the answer is your dress-maker...two-thirds is Elizabeth Arden • So don't be cross with your favorite shops for not having the colors you've made yourself a slave to...or for having fashions that are unsuitable to the rotundities of your figure. The clothes and colors are probably right, you know. And it is so simple to adjust yourself to them and look lovelier for it • Periodic visits to Elizabeth Arden's Salons for face and figure treatments, with faithful morning-and-night application of Elizabeth Arden's Preparations at home, and the thoughtful use of Miss Arden's Make-up Accessories, will do wonders for your new costumes!

Make the Most of Your Charm With these Elizabeth Arden Make-up Accessories:

ILLUSION POWDER...A lovely powder for those who demand ultra quality. Twelve exquisite shades, \$3.

VENETIAN ROUGE AMORETTA...Delicate Cream Rouge. \$2.50. Refills, \$1.50.

VENETIAN EYE SHA-DO...Adds allure to your eyes. In a number of shades. \$1.50.

VENETIAN EYELASH COSMETIQUE...Darkens the lashes and turns them prettily upward. Box with brush...several shades, \$1.25.

ELIZABETH ARDEN'S LIPSTICK ENSEMBLE...a box containing six different shades, a color to harmonize with every costume. \$7.50. Individual lipsticks, \$1.50.

ELIZABETH ARDEN

391 FIFTH AVENUE • NEW YORK CITY

LONDON • PARIS • BERLIN
ROME • MADRID



HIGH-BOYS AND WHAT-NOTS

wrought in glass by that whimsical craftsman

John Held Jr

Can you look your guests in the eye when you serve them highballs in nondescript iced-tea glasses, milk mugs and jam jars? If you can, our leather-lunged glass-blower, John Held, Jr., is wasting his breath. (Cries of "No! No! a thousand times no!" All right then, Mr. Held, resume blowing.)

Gaze above, if you will, at the what-not effect. Working from the bottom up, you see the "Happy Daze" set of Highball glasses decorated by John Held, Jr. in the famous Hot-Cha manner—a bevy of tall pleasure vehicles that will stamp you as a host apart. The decanter in their midst holds 1 quart of spirits, no more, no less. The ice tub, with tongs, completes the homey picture. Oh yes, the price—\$6.00 for the set of 6 Highball glasses; \$3.50 for the ice tub and tongs; \$3.00 for the decanter.

The Dunbar crystal ware shown above can be had at the better shops everywhere or postpaid direct on request. Dunbar Glass Corporation, 171 Dunbar Street, Dunbar, West Virginia.

West of Rockies, add 10% to above prices

DUNBAR GLASS



HORST, PARIS

These three small garments form one ensemble for a six-year-old. You can see how wearable it is by looking at the photographs on page 57, and you can make it by following the directions

K N I T O N E , P U R L O N E

(CONTINUED FROM PAGE 57)

6 rows. Bind off remaining 24 stitches for back of neck.

Sleeve—Cast on 22 stitches. Work 1 inch, ending with a purled row. Then knit 5, bind off 2, knit to end of row. Next row, cast on 2 stitches over stitches bound off. Work $\frac{1}{2}$ inch, ending with a knit row. Place stitches on a stitch holder. Cast on 22 stitches, and work another piece to correspond, being careful to have buttonhole on opposite edge. Purl across these and across the first 22 stitches. This brings buttonholes at centre. Work 1 inch. Increase 1 stitch each side every fourth row 16 times (76 stitches), work even until sleeve measures 12 inches. Bind off 3 stitches at beginning of every row until there are 19 stitches left on needle. Bind off these 19 stitches for top of sleeve. Make other sleeve to correspond. Sew underarm, sleeve, and shoulder seams. Sew in sleeves.

Facing for revers—Cast on 24 stitches. Work 8 inches. Bind off. Make another piece in same way, and sew one to each side of front at neck edge, with wrong side of facing to wrong side of sweater.

Collar—Cast on 50 stitches and work 3 inches. Bind off. Beginning $1\frac{1}{2}$ inches from front edge of revers, sew right side of cast-on edge of collar to wrong side of jacket across neck, ending $1\frac{1}{2}$ inches from other edge. Fold collar over, sewing bound-off edge to right side of coat, on same line with cast-on edge.

Borders—With red, holding right side of jacket towards you, work 1 row single crochet across lower edge, working 1 stitch in each stitch; work 3 stitches in corner stitch; work 1 stitch in end of every second row up front edge, around revers and neck edge, work down other front, join with a slip-stitch. Fasten off. Join white, * work 1 stitch in each stitch for 7 stitches; draw up a loop in each of the next 2 stitches and work off as 1 stitch, repeat from * around entire

edge. Work 1 row, working 1 stitch in each stitch. Fasten off. Work 3 rows in same way on top of pockets and around cuffs.

Sew 2 buttons together to form a cuff link, leaving thread $\frac{1}{2}$ inch between them. Work buttonhole stitch over connecting threads. Work buttonholes in buttonhole stitch. Sew on buttons 2 inches from front edge. Sew the pocket linings on three sides to the wrong side of the jacket fronts.

THE PULL-OVER

The little pull-over sweater worn under the sleeved jacket has an effective pattern, as you can see in the photograph at the top of this page. It is $13\frac{1}{2}$ inches long, with a chest measure of $23\frac{1}{2}$ inches. To make it, you will need 4 balls of Bear Brand or Bucilla Shetland Floss, scarlet, No. 410, 1 ball of white Bear Brand or Bucilla Twinkle yarn, 1 pair of Bucilla Celluloid knitting-needles, No. 2, and 1 Bucilla crochet-hook, No. 1. Fifteen stitches are figured for 2 inches, 10 rows for 1 inch.

Front—With red, cast on 92 stitches. Knit 1 stitch, purl 1 stitch across row, and repeat this row for $\frac{3}{4}$ inch to form ribbing, decreasing 1 stitch at end of last row (91 stitches). Change to stockinette stitch (knit 1 row, purl 1 row), work 4 rows. Begin pattern.

First row—Knit 3 stitches red, join white, knit 1 stitch, * knit 5 stitches red, 1 stitch white, repeat from * across row, ending 3 stitches red. Break white. Second row—Purl. Third row—Join white, knit 2 stitches red, * bring white yarn to right side of work, knit 1 stitch with red, take white to back of work, knit 1 stitch white, bring white yarn to right side, knit 1 stitch red, take white to back of work, knit 3 stitches red, repeat from * across row, ending 2 stitches red. Break white. Work 5 rows red. Ninth row—Like first (Continued on page 78)

Summer Beauty

in town...or out of town

Summer weather can do an infinite amount of harm to your looks—if you fail to take simple daily precautions against heat, dust and sun. One day of neglect can undo months of devoted care, and add years of age to your appearance. Your skin becomes taut and puckered, pores enlarge, fatigue lines settle around the eyes and nose, and spread into crowsfeet and wrinkles.

"Best to face the summer sun—charmingly protected," advises Helena Rubinstein, international authority on beauty who specializes in the skin's seasonal needs—and who has created the ideal summer protective for every hot weather need—in town or out of town.

For your daily facial care...an exquisite Water Lily Cleansing Cream, newly improved with added essence of fresh water lilies, that purifies dust-laden pores and rejuvenates hot, fatigued skins. A cool, bracing skin tonic that revives limp, tired

faces like a refreshing sea breeze. A youthifying tissue cream for squint lines and signs of fatigue—that really youthifies.

For the beach—a sunburn oil that prevents you from burning, yet amazingly enough permits sun rays to seep through and give you a soft, mellow even coat of tan! If neglect has already taken its toll of your looks prematurely—her exclusive Hormone Twin Youthifiers—the marvel of this modern age—work day and night to quickly rejuvenate you.

Add to these a touch of Youthifying Foundation Cream to safeguard your skin at all times and new "natural" finishing touches—young and glamorous and gay in tone—that flatter your own individual skin-tones, and eyes, and hair, blending in beautifully with *any* costume...and you will look positively uplifted, cool, ravishingly lovely...even when the mercury soars sky-high! Moreover, you will keep good-looking!

● CLEANSE—REJUVENATE

WATER LILY CLEANSING CREAM, newly improved with added essence of water lilies, and most rejuvenating, refreshing, purifying. 2.50
For oily, open-pored skin, try **Pasteurized Bleaching Cream**—an antiseptic, pore-deep revitalizer with astringent qualities—an excellent cleanser—soothes, refines skin . 1.00

● DRY, LINED SKIN

YOUTHIFYING TISSUE CREAM, a rare, concentrated youth-renewer that whisks away fatigue-lines, corrects lines and wrinkles with amazing efficacy, replenishes dry, parched skin . 2.00

● TIRED, DELICATE SKIN

EXTRAIT, a rejuvenating lotion, applied in tiny pads over eyes and patted over face, is perfect for overcoming skin-fatigue, tired eyes, and for reviving delicate skins . 2.50

● PREMATURE SIGNS OF AGE

HORMONE TWIN YOUTHIFIERS—two amazing new biological tissue creams that supply the skin with regenerative hormones. They revitalize dull, flabby skins, obliterate wrinkles, re-create the glamorous charm and beauty of youth. Twin creams for day and night care, complete . 10.00

COME IN FOR A LESSON TREATMENT

Know your own face...learn how to express your true individuality most deftly! Know your skin, its texture, its needs, its reactions. Take a superb Lesson Treatment at the Helena Rubinstein salon, and learn how to bring out the full beauty of your skin with professional assurance. This lesson is pleasantly combined with a magnificent facial treatment, individualized to your own precise needs, and suitably blended with Mme. Rubinstein's sensationally successful Hormone Twin Youthifiers. Results are astounding. They re-create the freshness of youth! Call at any time for further information on this Lesson Treatment. Consultation on any phase of skin care or make-up is entirely without charge.

ON THE BEACH

To protect your skin from prolonged exposure to the sun, Helena Rubinstein provides her new Sunburn Oil (1.00). It permits the beneficial rays of the sun to seep through your skin, giving you a fashionable coat of tan, that's even all over, not spotted or freckled. A glorious tan without the distress of sunburn.

If your nose shines when you're parading the boardwalk, you should use Helena Rubinstein's Liquidine (1.50)—a delightful skin astringent that checks excess oil, corrects the over-active nose glands (or chin or forehead), and gives a smooth "mat" finish. Ideal as a powder base.

A RAVISHING MAKE-UP FOR SUMMER

Protect and safeguard your skin with Cream of Lilies (1.50) a semi-liquid powder base—or Youthifying Foundation Cream (Weatherproof) 1.00. Either one will keep powder delicately adherent and prevent your skin from becoming lined, parched, dry, or over-fatigued.

Follow with Sunproof Beauty Powder, (1.50)—a special protective summer powder in a shade very flattering to every skin, and extremely favored in Paris this season—or the glamorous Enchanté Powder, (3.00)—in the new French Ochre, and other beautifully blended tones. Waterproof Cream Rouge in a summery shade—gay and youthful—that blends with every face and every costume—and looks charming for day or evening! . 1.00

For your "final accents" of beauty, Helena Rubinstein lipsticks—indelible, protective to lips (1.25, 2.00)...in Red Coral, exquisitely flattering to all faces; Red Geranium for blondes, for day and evening wear; Red Raspberry for brunettes. Eyelash Grower and Darkener, 1.00. Persian Eyeblack (mascara) that stays on—in glamorous tones, 1.00. Finish with Water Lily Deodorant Talc . 1.00

helena rubinstein

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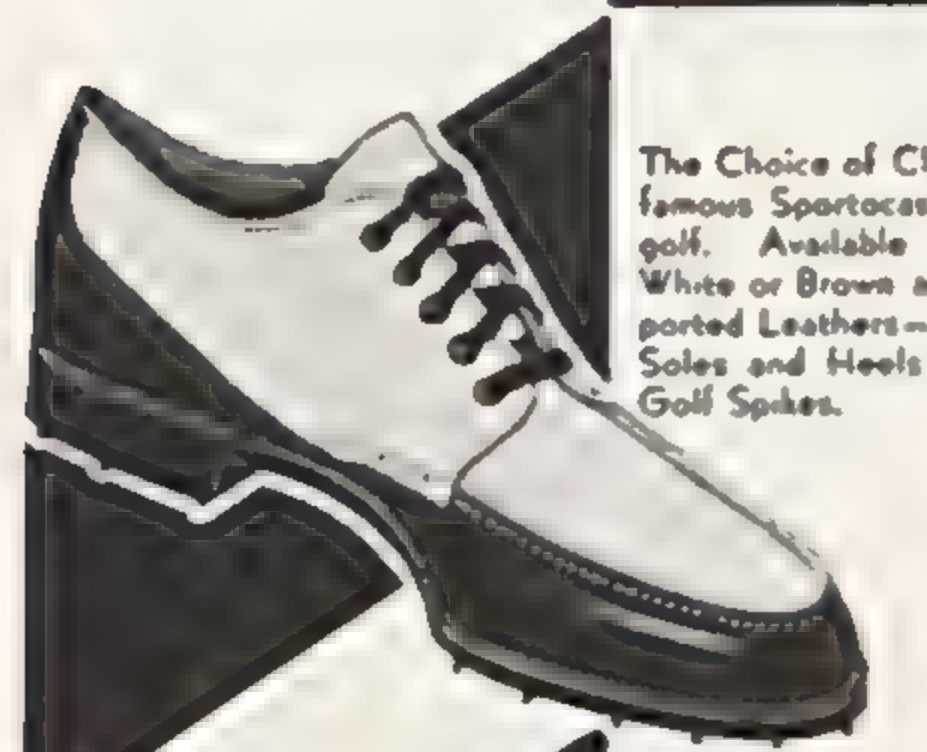
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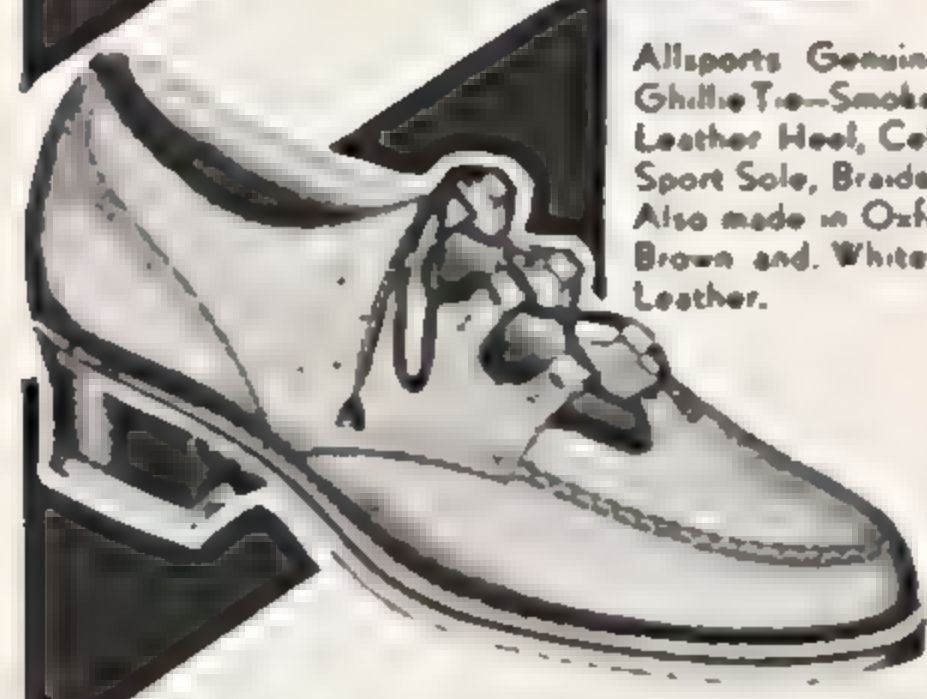
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That's because Sportocasins are *Genuine Moccasins*, the most flexible and most comfortable of all footwear—you will find old shoe comfort even in a brand new pair. Step into your dealer's today and try them on. Allsports grades from \$7.50 — Sportocasin grades from \$9.00.

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SEEN ON THE STAGE

(CONTINUED FROM PAGE 41)

and loved. And one has also a melancholy feeling that Jerry, the nephew, will settle into life in the same way. Jerry is acted by John Beal with the vibrant sincerity which, although this is his first year on the stage, has caused critics and public alike to regard him as the foremost juvenile in our theatre.

Margaret Hamilton, who is making her Broadway debut in "Another Language," is distinctly a "find." To continue in the Rialto argot, her every utterance, expression, and movement "register." The moment she appears,

it becomes obvious that she is an extraordinarily gifted character actress. But then, every player Beckhard employs (with the one exception noted above) fits his or her part splendidly.

The settings by Cleon Throckmorton provide accurate and atmospheric frames for the action.

"MERRY-GO-ROUND"

If Michael Blankfort and Walter Hart had encountered the Throckmorton catalog and employed it before they began to (Continued on page 82)

KNIT ONE, PURL ONE

(CONTINUED FROM PAGE 76)

row, starting with 6 red stitches and ending with 6 red. Tenth row—Purl. Eleventh row—Like third row, with 5 stitches red at beginning and end of row. Work 5 rows red.

Repeat from first row for entire pull-over. Work until front measures 7½ inches. Bind off 3 stitches each side for underarm, decrease 2 stitches each side every second row, twice; then 1 stitch each side every second row 7 times (63 stitches). When armhole measures 2 inches, ending with a purled row, work 39 stitches and place on a stitch holder or strand of yarn. On remaining 24 stitches, decrease 1 stitch at neck edge every row, 4 times; then every second row 5 times, keeping armhole edge even. Work even until armhole measures 5½ inches. Bind off. Take up 24 stitches from strand of yarn, and work other shoulder in same way, leaving centre 15 stitches on strand of yarn for front of neck.

Back—Cast on 92 stitches and work same as front to armhole, starting with ninth row of pattern. Bind off 3 stitches each side for underarm and decrease as on front for armhole. Work even on 63 stitches until armhole measures 5 inches. Bind off 5 stitches at the beginning of each of the next 6 rows (15 stitches each side for shoulder). On remaining 33 stitches, work ribbing as on bottom of sweater for 4 rows. Bind off. Sew shoulder seams. Starting at left shoulder, with right side towards you, pick up and knit 34 stitches around to the 15 stitches on front of neck, slip these 15 stitches onto a needle and knit them; pick up and knit 34 stitches on other side to back of neck. Work 4 rows ribbing. Bind off. Sew ribbing together at shoulder seams. With right side towards you, starting at underarm, pick up and knit 90 stitches around armhole. Work ribbing as on neck. Bind off. Sew underarm seams. Work 3 rows single crochet around lower edge, neck, and armholes as on jacket.

A SUN-SUIT

The panties that complete this little ensemble might be worn by themselves as a sun-suit, as you can see from the lower photograph on page 57 and the one on page 76. The directions are for a six-year-old child; and the length, in the middle, is 12 inches; at the sides, 10 inches. The width is 10½

inches, according to the directions.

The materials required are 5 balls of white Bear Brand or Bucilla Twinkle yarn and 1 pair of Bucilla celluloid knitting-needles, No. 2. Seven stitches are figured for 1 inch; 12 rows for 1 inch.

Front—Cast on 72 stitches. Knit 2 stitches, purl 2 stitches, and repeat across row. Repeat this row for 2 inches to form ribbing. Then commence sand stitch.

First row—Knit all stitches. Second row—Knit 1 stitch, purl 1 stitch, and repeat across row.

Repeat these 2 rows for 7½ inches. Continue sand-stitch pattern. Bind off 8 stitches at beginning of next 2 rows. Then bind off 1 stitch at beginning of every row until 20 stitches remain (the space between the legs). Work 6 rows straight. Then cast on 1 stitch at end of every row until there are 56 stitches on the needle. Cast on 8 stitches at end of each of the next 2 rows (72 stitches). Work 8 inches. Work ribbing 2 inches. Bind off 27 stitches at beginning of each of the next 2 rows. Continue ribbing on remaining 18 stitches, decreasing 1 stitch each side every second row until there are 12 stitches. Then work 2 inches straight. Increase 1 stitch each side.

Commence straps—Knit 1 stitch, purl 1 stitch, and repeat twice, knit 1 (7 stitches). Turn. Repeat this row for 12 inches, forming moss stitch.

Begin buttonhole—Knit 3, bind off 1, knit 3. Work 4 rows on 3 stitches. Break yarn. Work 4 rows on other 3 stitches. Then work 3, cast on 1, work 3. Decrease 1 stitch each side every second row, twice. Bind off 3. Work in same way on the 7 stitches for other strap.

Legs—Pick up and knit 87 stitches around leg. Work moss stitch for 1 inch. Bind off. Make other leg in same way. Sew side seams. Sew buttons on top of front band 1½ inches from centre. Work buttonholes in buttonhole stitch.

Directions for making the three knitted ensembles shown on page 56 will be mailed by Vogue to any one requesting them and sending ten cents. The boy's three-piece ensemble, shown at the top of the page, is for size 6. The two-piece baby ensemble, shown second, is for size 1. The little girl's three-piece ensemble is for size 4.

FOR ALL WHITE SLIPPERS



Cinderella

RITE
WHITE

AN unusually effective white dressing that will clean *any* white slipper... white linen... suva cloth... buck... suède... calf or kid. Ideal for vacation and summer travel. You'll always be delighted with the results. Cinderella Rite-White whitens slippers as it cleans and makes them look like new.

For a high finish on white kid slippers, use Cinderella Kid White—especially made to clean, whiten and restore lustre.

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All for Beauty



To Look Your Loveliest

Both for daytime and evening the loveliest finish for your skin is achieved with HARRIET HUBBARD AYER preparations.

First, a thorough cleansing with LUXURIA Cream to freshen, soften and soothe the skin. Then pat your face with EAU de BEAUTE Astringent Tonic to refresh and brighten it.

Lastly, smooth in a film of BEAUTIFYING FACE CREAM. Instantly it clears, whitens, provides the perfect base for your powder.

If you prefer a vanishing cream instead, use the delightful AYERISTOCRAT VANISHING CREAM. Dust lightly with BEAUTIFYING FACE POWDER, an exquisite blend that lends the whole face a natural, yet flattering loveliness.

You will be wholly enchanted with the delicate perfection of this finish.

And remember, as the basis of all skin loveliness stands LUXURIA, foundation of all beauty. It is famed for its sweet purity. Liked for its cool feel on the skin. Approved for its results by a whole generation of lovely women.

LUXURIA costs 40c, 75c, \$1.75, \$2.50.

EAU de BEAUTE ASTRINGENT TONIC 75c, \$1.50.

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BEAUTIFYING FACE POWDER \$1.00.

The complete care of the skin at home is described in the booklet "All for Beauty," which will be sent you free on request to HARRIET HUBBARD AYER, Inc., 323 East 34th Street, New York.

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MERCHANTS CALL TO YOUR FAVORABLE
NOTICE A NEW & ELEGANT CIGARETTE

TALLY-HO

We trust the citizens of this town will try this cigarette, & approving, will not stint their purchases. Skillfully rolled into an oval shape, it burns long & most coolly.



A convenient box of 10 (with amber tips to protect the lips) for 10 pennies.

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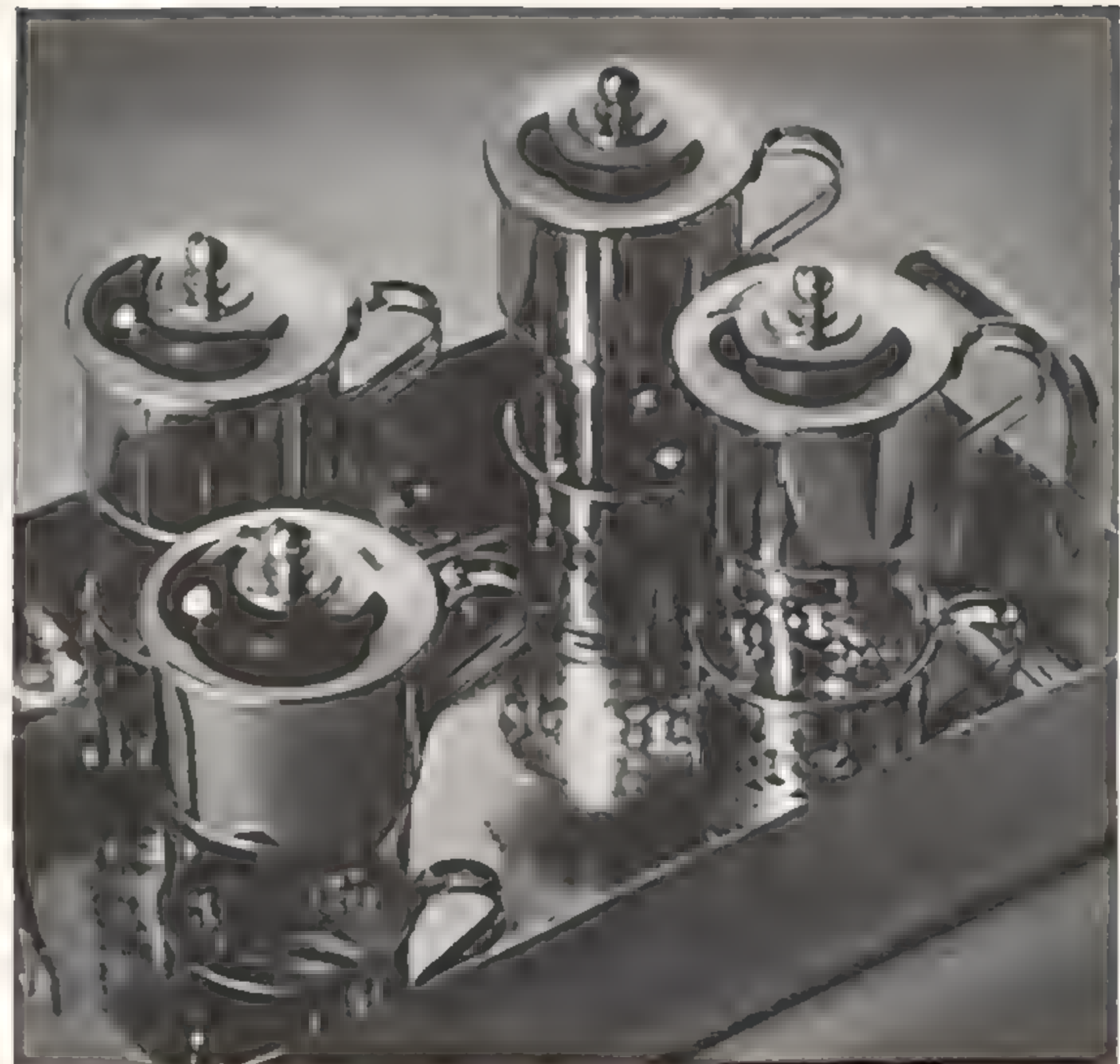
Look for the TALLY-HO on the packet

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A zestful companion at the nineteenth hole... with its distinguished flavor—its piquant personality. A perfect dry ginger ale!

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Individual drip coffee machines (about \$1.50 each) are ideal out-of-doors, and the metal tray (about \$2.50) holds them safe in transit; Mitteldorfer Straus

ECONOMY FOR THE HOSTESS

(CONTINUED FROM PAGE 58)

because you have never had it beautifully prepared and ice-cold.

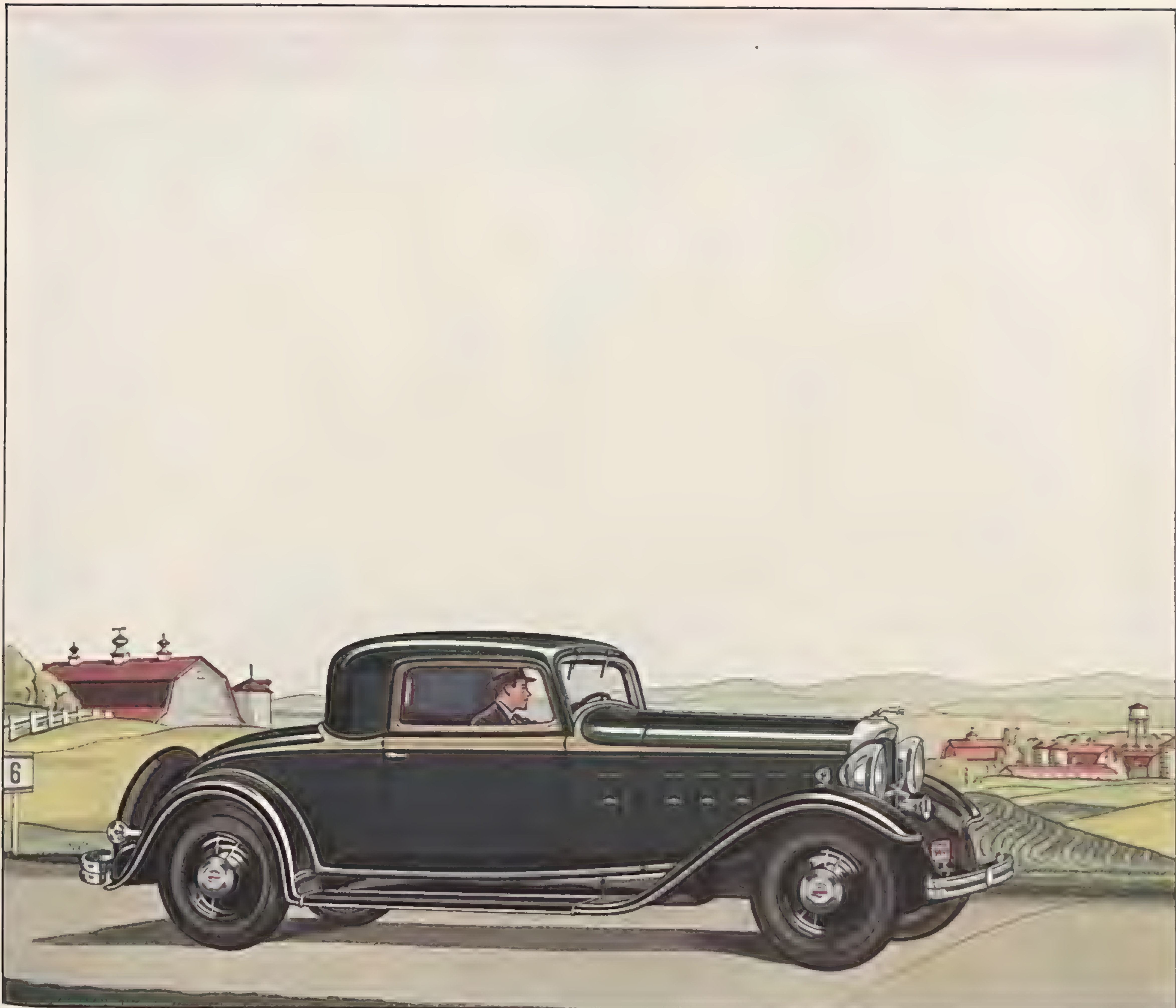
Mr. and Mrs. Owen Johnson, both epicures in their individual rights, who are plotting a book on menus for the four seasons, have luncheons out-of-doors at their place in Stockbridge. The food is served in courses, and the serving is simplified by having a table in the hall, which the parlour-maid uses as a serving-table, so she doesn't have to retreat to the kitchen, and this is an idea that might prove helpful to some one who has never thought of utilizing it. Sweetbreads Suzanne is one of the most epicurean dishes, *chez* Johnson, and so delicious it is that *Vogue* is publishing the recipe at the end of this article. If the menu started with sweetbreads fixed in this manner, it might progress to a meat loaf and a green salad, or a hot cheese soufflé and a salad, with a macédoine of fruits for dessert, than which you can't do better for dessert, in the summer.

At her buffet meals, Mrs. Henry T. Fleitmann provides delicious and original hot dishes as the *pièce de résistance*. One is a platter of medium-sized goose livers, which are grilled until the outside is crisp, but the inside is rare, served on apple rings, garnished with finely sliced fried onions. Another is a mould of ground ham into which are mixed Brussels sprouts and browned mushrooms. This is served hot, with browned mushrooms around it. These are always sent to the buffet in the French pots in which they are cooked, pottery casseroles with handles or low copper dishes. If lunch began with cold *madrilène*, it might include one of these hot dishes, a variety of potted meats from Fortnum and Mason, mixed vegetable salad, and jellied fresh fruits as a sweet. A small Stilton cheese and bath Oliver biscuits appeal to masculine tastes. Curried eggs in a ring of wild rice with chutney is (Continued on page 82)



THE 3

This very superior tea-set, under \$11, with cool blue and white stripes, includes twenty-one pieces; Macy's. White tray, about \$13; Lord and Taylor



THE LINCOLN V-8 . . . TWO-PASSENGER COUPE . . . \$3200 AT DETROIT

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Very likely you already know something about the way all Lincolns are built. They are made unhurriedly with the most minute attention to detail. Advanced engineering, precision manufacture to a fraction of a hair's breadth, scrupulous testing of all materials and parts—such methods produce every finished Lincoln motor car as nearly perfect as it can be made.

This is Lincoln's single aim. And, as always in the past, the living up to it is made possible by the support of the entire Ford organization. The 8 cylinder Lincoln is built to exactly the same high standards of mechanical excellence as the 12 cylinder Lincoln. With a wheelbase of 136 inches, its beauty is typically Lincoln. Its engine is the V-type which has built Lincoln's present reputation for smooth, powerful performance.

The 8 cylinder Lincoln today is bringing the joys and satisfaction of Lincoln motoring to more people than ever before.

T H E L I N C O L N

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Painting by Frank Swift Chase at the home of Honorable J. R. Nutt, noted financier of Cleveland

Copy. 1932 by The Davey Tree Expert Co., Incorporated

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Davey Tree Surgeons handle thousands of small orders

In 1931, Davey Tree Surgeons served as many clients as in 1930. Eighty per cent of these paid the Davey Company less than \$100 each. While it is true that the list of clients includes most of the famous people in America and the larger estates, it is also true that a majority represents the average homes, and many institutions.

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These reliable experts will take care of the smaller operations with the same skill and fidelity that they use everywhere. You do not have to take chances with your trees. Davey men live near you and are easily available for the care of your trees, even though your requirements may be modest.

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Now!.. Actually Get Rid of Hair on Arms and Legs

Banish completely the problem of coarsened re-growth

A Discovery That Is Proving
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Reappearance Delayed Amazingly



Not only is slightest fear of coarsened re-growth banished but actual reappearance of hair is slowed amazingly.

is different from any other hair remover known.

What It Is

It is an exquisite toilet creme, resembling a superior beauty clay in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone; so completely that even by running your hand across the skin not the slightest trace of stubble can be felt.

And—the reappearance of that hair is delayed surprisingly!

When re-growth finally does come, it is utterly

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The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where To Obtain

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277A

Neet Cream
Hair Remover

AWAY of removing hair on arms and legs has been found that not only removes every vestige of hair instantly, but that banishes the stimulated hair growth thousands of women are charging to the razor and less modern ways. A way that not only removes hair, but delays its reappearance remarkably.

It is changing previous conceptions of cosmeticians about hair removing. Women are flocking to its use. The creation of a noted laboratory, it



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*picked, pressed
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ONE OF THE
57

BIG, luscious, prize-winning tomatoes—"top of the season's crop"—these alone have the full-bodied richness and flavor required in the preparation of Heinz Tomato Juice.

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*Ever eat a tomato right
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SEEN ON THE STAGE

(CONTINUED FROM PAGE 78)

stage "Merry-Go-Round" at the Provincetown Theatre, they would have saved themselves much trouble. For the melodrama by Albert Maltz and George Sklar requires thirteen quick scenic changes, and they had to be made on a stage that is shallow, narrow, low, with no fly loft! The producers managed to do it, more than a bit awkwardly, it is true, but the remarkable thing is that they were able to do it in any way. Scenery, however, was only one of their extraordinary problems: the program lists thirty-three characters!

But "Merry-Go-Round" transcends all those difficulties, because it is informed with deep sincerity and ringing indignation. Although the authors pretend that their play depicts the

unsavoury politics and the liaison between crooks and those who govern Chicago, it is obvious that they mean New York. Because of the Seabury investigation, the theme is timely, but timeliness alone would not suffice. Maltz and Sklar have a genuine "theatre sense." Their melodrama is uncompromising, every line reveals surging anger. But that anger never interferes with their play as a play. They tell their story directly, without any preachments or extraneous speeches voicing their flaring indignation; they let their story speak for itself. And it does. Fully. One leaves the Provincetown angry at the conditions the play exposes; but more at oneself for "not doing something about it," stirred as orators and proclamations can not stir.

ECONOMY FOR THE HOSTESS

(CONTINUED FROM PAGE 80)

another of Mrs. Fleitmann's favourites.

At Mrs. Eugene Speicher's, where lunching is a joy at any time of year, you might have this simple and appealing menu in July—cold boiled salmon with cucumbers in sour cream, followed by a parsley omelette, asparagus with melted butter and grated Parmesan cheese, green peas, and huckleberry muffins. The dessert would be beignets with strawberry sauce.

Ashbel Barney, Esq. is the happy possessor of a French cook who enchants his friends by serving them substantial luncheons in the true French manner. No soup at these, but a very light fish loaf or a lobster mousse to begin with, then chicken, superbly cooked and served by itself and vegetables by themselves. Stuffed eggplant is a *spécialité*, or delicious fried eggplant, which is usually so atrociously prepared in America. Baba au rhum, with apricot sauce, might be the dessert, or a strawberry mousse.

At Mrs. Averell Harriman's luncheons, on Long Island, you have among other things, a delicious cauliflower soufflé. After lunch, the guests who aren't playing tennis or bridge can be manicured or have their faces done by experts brought in for the occasion. This is a grand and helpful way of entertaining guests in the country. Mrs. George Baker always has a manicurist available after her luncheons, and Mrs. Harold Talbot has a girl to give facials.

Mrs. James Forrestal has two summer *spécialités*—honey-dew melon sprinkled with powdered ginger and served ice-cold with a section of lime and mint ice-cream with a thin chocolate sauce.

Neysa McMein's Sunday lunches in the country are famous, and twice as many as are invited are bound to show up. If it is a cool day, you start with soup, or if it's hot, with salmon. There are always a cold meat loaf and cabbage salad and cottage cheese. Relishes and pickles abound, and tuna fish au gratin is a favourite hot dish. Huge layer cakes and bowls of cut-up fruit will serve any number of people.

Alexander Woolcott specializes in Sunday breakfast, and says it is the perfect way to entertain a number of people in a small flat, because people never come all at once. He has the usual breakfast things, fruit and eggs

and sausages and toast and coffee. The coffee is excellent—he gets it from Sherry's, and it would have to be, since Mr. Woolcott himself drinks fifteen cups a day. After breakfast, people go out on the balcony and look at the river and talk and play every game ever invented. Charles MacArthur, who is listed among the select ranks of talented gentlemen cooks, makes a special dish when people come in with Helen Hayes after the theatre, which involves fresh shrimps, baked in an earthenware dish and served with butter sauce with a suspicion of garlic.

Bernard Boutet de Monvel, pressed for his idea of a delectable summer luncheon à la Française, suggested potage Madrilène, bœuf à la mode froid, with a salade mixte, and a macédoine of fruits. When Madame Pierre Brissaud, the wife of the French artist, gives her guests a buffet lunch, her theory is to make up for the lack of service by flattering their taste. She plans her menus around one superior hot dish that will increase in deliciousness by standing in a chafing-dish or casserole, such as beef à la mode, poule au pot, or artichoke hearts with Mornay sauce. Thus, she might serve cold salmon in mayonnaise, beef à la mode with a salad of hearts of romaine, and chocolate-coffee cream. Or stuffed eggs in aspic, poule au pot with a salad of potatoes, beet-root, olives, and anchovies, and strawberries blanketed with whipped cream.

Sweetbreads Suzanne: two pairs of sweetbreads are parboiled and blanched, cut into eight equal parts, and the edges trimmed to give oval shapes. Half a pound of butter is put into a hot frying-pan and cooked over a quick fire. When the butter is frothing, a heaping tablespoonful of very finely grated onion is added, and, as soon as the onion is dissolved, the sweetbreads are put in and sautéed, being turned gently until they are a light golden-brown. They are removed and drained on paper. Half a pint of cream is added to the butter in which the sweetbreads have been cooked and stirred until slightly thickened, then seasoned to taste. The sweetbreads are placed on slices of sautéed toast, the sauce is poured over them, and they are served at once.



8 A. M. JUNE MORNING

Nothing so befits a fresh spring morning as a breakfast service of sparkling Fostoria. This quaint pattern, the "Hermitage", is derived from the "thumb-print" designs of our colonial days. It is particularly in vogue just at the minute. As smart for luncheon as it is for breakfast, and it comes in 6 lovely colors. The flower-bowl (shown above) lends a gay touch to the table, but may be used separately to add new beauty to any room. You'll be pleasantly surprised to learn how modestly "Hermitage" is priced.



8 P. M. JUNE EVENING

And on those balmy spring evenings, when the tinkle of ice is music to the ears, you'll want to serve drinks in these Fostoria "Hermitage" pattern glasses. Highball size, cocktail size, "old-fashion" cocktail size, and liquor "ponies". In 6 different colors . . . and so inexpensive.

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Fostoria
GLASSWARE

does the smart **business** Woman wear **tinted** nails or **natural** ?

Both! Like other smart women today, she varies her nail tint with her gown... } says world authority on the manicure



Natural just slightly emphasizes the natural pink of your nails. It goes with all costumes but is best with bright colors—red, blue, green, purple and orange.

Rose is a lovely feminine shade, good with any dress, pale or vivid. It is charming with pastel pink, blue, lavender... smart with hunter green, black and brown.

Coral nails are bewilderingly lovely with white, pale pink, beige, gray... black and dark brown. Wear it also with deeper colors (except red) if not too intense.

Cardinal is deep and exotic. It contrasts excitingly with black, white, or pale shades. Wear Cardinal in your festive moods and be sure your lipstick matches!

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YOU ABSOLUTELY can't tell the Girl with a Career from the social butterfly these days. She wears the same elegant clothes, lunches at the same smart restaurants and goes in for the same alluring Variety in nail tints.

The truth is they both know they can't afford *not to be smart*. And to be smart—in or out of business today—you simply can't stick to just one shade of nail polish another second.

Anyway, the point is that everybody who goes in for Variety in nail tints finds that it **PAYS**—besides making them so much more alluring.

ROSE FINGER TIPS can make the simplest little dark blue frock look like a Paris original! And coral finger tips with the new beiges can be counted on to make your side of the discussion a hundred per cent convincing either at home or in the office!

Don't worry about choosing just the right shade for the right gown. In moments of great haste or doubt you can always refer to the panel above.



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on face, neck, limbs and under-arm . . .
Croxon Cream definitely prevents the regrowth of superfluous hair.

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All garments are made of pure gum rubber—flesh colored. Write for literature. Send check or money order! No cash.

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THE UNRESSED LIFE

(CONTINUED FROM PAGE 28)

is usually something like being blown from the mouth of a cannon or walking the plank. Neither do you throw cigarettes to windward (use your head). Nor do you ever, ever keep launches waiting; it just *Isn't Done*. Don't take your darling dog to sea with you unless you want him to die from salt water in his fur and lack of exercise.

Don't have your hair arranged in any complicated way; cut it short and, if it isn't naturally curly, have a permanent. And take some good sham-

poo, because it will be a long time before you see the inside of a beauty shop.

One sees why Nudism has never made its mark in America: what need of seeing large, fat women drinking tea with no clothes on or a man of fifty mowing a lawn in his birthday suit at a German Nature Colony, when we can live a life as free and more beautiful? This life that we have been talking about has all the advantages and none of the disadvantages of Nudism.

A S S E E N B Y H E R

(CONTINUED FROM PAGE 32)

Lowestoft even to the porch. The dance at the Alcazar and the longer-lasting party at the Green Springs Kennels afterwards mixed the whole group. Lunch at the McIntosh's old house topped off the week-end.

These Baltimoreans are good hosts. Their houses are all casual and attractive. They do things in an attractive, experienced, effortless way that we don't seem to be able to achieve easily in New York. Their butlers look like butlers, if you know what I mean. I always wonder why women on Long Island, when they are picking their butlers, will insist on picking men that look like business men, instead of going in for the bona-fide, stupid, healthy face of the species.

Why do we get in ruts, like the shad-roo rut, and keep on serving one dish interminably? Why doesn't everybody stop their luncheons with salad and cheese or fruit? Why do they serve cocktails at women's lunch parties, in-

stead of asking them if they want sherry or letting it go at tomato-juice? And why, at tea, do they still serve layer-cake sliced, instead of the good English loaf with a knife beside it? And why do they let maids pass the tea-cups and thus spoil all the charming indiscretions of tea-table talk?

You will observe that I haven't once mentioned the depression. Nor will I, save to tell you of Charlie MacArthur's and Marc Connelly's pernicious new word game that diminishes famous phrases. The Sistine Madonna has become the Fifteen Madonna. Hoity-Toity is Hoity Twenty-Nine. Einstein is Demistein, and so on. And to mention that the crisis has hit this same Mr. MacArthur so hard that he can't afford to lose any more hats, and has written in large, block letters on the inner band of his one remaining chapeau, OTTO H. KAHN.

"HER"

THE GOSPELS OF BEAUTY

(CONTINUED FROM PAGE 39)

for smartness unless it is thinned out periodically. The white-haired woman has a new boon in the form of liquids to be applied after the shampoo that leave the hair shining like silver, and there were many helpful words about the older woman's head in Vogue's Gospels on the care of the hair.

On Saturday, while the hair is being waved and dressed, the lady has her manicure. This finishing to her grooming is of the greatest importance. (Is there anything that isn't, you are no doubt on the point of asking by now?) There is definite distinction in having well-groomed nails and here is one thing that you can do for yourself, if you have to. While it is more generally satisfactory to go to a professional manicurist, you can equal her success by emulating her professional thoroughness, and give yourself a complete manicure once a week at home.

Any one who could stand behind the older woman while she is putting on her make-up and say, "Don't powder your face twice" would be doing her a great service. For even the conservative minded err in heaping on powder, which should be applied but once, lightly, with every extra trace removed. Light, natural rouge (the blush type) and entirely natural lipstick (rose

coloured pomade is a good choice for the conservatives) should be the older woman's inevitable choices, and eye shadow, contrary to her usual belief, is a boon to her, since it helps to bring out sunken eyes and counteract shadows underneath. Grey and light brown shadows are good for her and green shadow for that lovely combination of brown eyes and white hair.

This régime may seem to allow but scant time for rest, but, when put in practise, it takes far less time than one would think. And rest periods are vital to health, as well as to beauty. Every time that you are going out in the evening, allow a full hour, aside from dressing time, to lie down flat and relax completely, with an emollient cream on your face and those restful little pads over your eyes.

SUNDAY— Now, having done everything you should, you go forth to thank your Lord, with peace in your soul, beauty in your being, and Vogue's benediction on your head.

Vogue will be delighted to supply upon receipt of a stamped, self-addressed envelope, the names of any specific preparations, specialist, or treatments mentioned in this article that are of interest to you. Address Vogue's Beauty Editor.

How To Order Vogue Patterns By Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 70 Bond Street, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

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Yet I have found them almost instantly and amazingly responsive to scientific treatment!

Years of experience in the care of the eyes have taught me that if you follow just three rules your eyes will be clear and sparkling. The delicate skin around them will stay young and smooth.

CLEANSING: With my Eye Bath wash away, each night, the tiny dust particles that enter the eyes during the day. Keep your eyes clear with my Eye Bath, prevent irritation of the delicate membrane.

NOURISHING: Apply my Eye Cream before retiring and leave on overnight. Press gently around the eyes. Then, with the finger tips, tap lightly back and forth under the eyes, from the nose to the outer corners of the eyes. This delicate cream replaces the natural oils so soon lost from the thin, sensitive skin of the eyelids and under the eyes. It wards off the lines of fatigue and strain, and restores a youthful, satiny smoothness.

FIRMING: This should be done in the morning. Hold a strip of cotton saturated with my Eye Astringent over your closed eyes for five or ten minutes. Its healing balsams correct the relaxing of the extremely delicate tissues surrounding the eyes and keep these tissues young and firm.

Now, when your eyes are clear and soothed and firm, let my subtle Eye Make-up make them more magnetic!

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Use my Eye Drops to deepen the natural glow and brilliance of your eyes. Intensify their depth and color with my silvery Eye Shadows. Accentuate the color and length of your lashes and give them an upward, alluring curve with my Cosmetique!

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The first Specialist to realize the importance of proper care for the eyes, Kathleen Mary Quinlan has originated many famous preparations to keep them young and lovely. She created the exquisitely glamorous Cream Eye

Shadow, which she now offers you in ten most alluring shades. For complete instructions on how to care for and enhance the beauty of your eyes, send for Miss Quinlan's booklet, "Your Eyes."

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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index

is all leading up to a little invention in the hand-bag line, which is slip-covers. Some bags called Gem bags are being made with washable slip-covers. For instance, there is a divine white fabric bag that you would covet, but deny yourself because so perishable, which has a white linen cover. Since the bag is an envelope, the cover slips on like the cover of a book, and such a good idea! Then there is another white bag which has a red basket-weave wool cover, which is bound around with a knitted Roman striped band. You take the cover off and have it cleaned, easily. To get back to my original thesis, these bags ought to take hold and be pretty popular with all you ladies, because you are already sold on the idea of slip-covers and realize how practical they are. You have them for your chairs and for your suitcases. Now get them for your bags.

• It is with wild, unrestrained shouts of joy that I prepare to give my every-so-often talk on Bonwit Teller's corset department. This time, it is about the corsets and girdles they have for summer. I consider the summer the hardest time to find girdles for (grammar?), since, in winter, it is all very well to go in for elaboration and ribbons and lace, but in summer you want a minimum, and a minimum is the hardest thing to find. But here it is, at Bonwit Teller's. One really spectacular number was a plain shortish girdle made of wool elastic, which marvellous substance absorbs perspiration, they tell me. Furthermore, the girdle has no garters and stays down perfectly without them. For a lady not so young, there is a splendid very thin satin all-in-one with a silk batiste top. The prices of these summer models are astonishing. You can get some grand imported ones for under twenty-five dollars; for instance, an all-in-one arrangement of white silk batiste for under nineteen dollars. There are any number of combinations made almost entirely of net, with little strips of elastic—splendid for hot weather. You can find imported brassières for as little as three dollars, grand ones that are made specially low to do things to the diaphragm, and maybe you won't need things done to your diaphragm under the summer clothes! One other note that is pretty revolutionary is Bonwit Teller's non-skid satin, of which they make many of their girdles and corsets. This is satin with its back woven in a honeycomb surface that does not slip against your skin, and hence does wonders towards making that classic gesture of jerking down the girdle unnecessary.

• Me being in one of my healthy moods, what with summer visibly and audibly coming and all the world being just one street organ and bunch of roses, I bethought myself of exercise and soon after I found myself in Bernard Weatherill's talking to Mr. Weatherill about summer riding-clothes. Of course, jodhpurs are your bet for the hot days, unless you have funny calves, and then you had better wear breeches with canvas or box-cloth gaiters instead. Mr. Weatherill thinks half the jodhpurs in the world

are made out of material that is too thin. If you use really thin gabardine, it will make a crease on the inside of your leg next to the saddle and cut you painfully. Also, such thin clothes haven't the line and fit that you are able to get with a light-weight cavalry twill. As to coats, he knows about something that he likes better than linen or gabardine. It's called Solaro and is a worsted cloth which withstands the rays of the sun; it really does. Whereas all flat surfaces concentrate the sun's rays and get hotter and hotter (and so do you inside), this cloth has a back woven into it of bright colour, red or green or orange, which doesn't show behind the nice neutral surface, but which neutralizes the violet rays. The sun can't penetrate it. The British Government knows all about Solaro, too; in fact, it has been dressing its troops in India in it for sometime. So I guess what's good enough for the British Government ought to be good enough for you. And don't forget that Weatherill is a really great breeches maker.

• Maybe you'd better know that Gilman Collamore has the most beautiful punch-bowl you ever saw. It's made of opaque glass in that heavenly bright, light blue, very much like the old blue opaline glass. It has a cover to it, which is round and goes up into a point, like the dome of a mosque. Because of this cover, it would be a magnificent thing for serving hot mulled wine or one of the hot punches of the tropics. It gets the biweekly Shop-Hound Memorial Gold Medal, the blue ribbon in the Punch-Bowl class.

• While we are on the subject of china and glass tidbits, although you could hardly call that punch-bowl a tidbit, I should drop a word about some china menus at Plummer's. Whaddayamean china menus? These are made delicately, like old-fashioned Valentines, very white and gold and baroquish and curlicued. For grand dinner-parties, you write the menu in the centre of all this, and then wash it off after the party. The effect is of a Valentine reproduced in Lenox china. And these don't cost much, either.

• The other day, I actually got time to have lunch, and I had it at the Colony, where everybody looked leisurely and pretty. Among other things that caught my eye and contributed to this atmosphere was a bracelet on the woman at the next table. I know her, and she let me look at it. It had attached to it a thing called a "Prosperity Charm." This was a green four-leafed clover with "1932" on it, and I, being a superstitious soul, thought it was perfectly wonderful. She told me she got it at B. H. Weinberg's, on Fifth Avenue. Now, you know, if ten thousand superstitious women all felt called upon to carry "Prosperity Charms" around with them, and all bought them here (they cost about \$45), that would mean that about four hundred and fifty thousand dollars would be spent, and it is my personal opinion that that would be enough to bring about prosperity in itself. So how about it?

ADVANCE TRADE EDITION OF VOGUE

A SPECIAL SECTION FOR MERCHANTS

The purpose of the Trade Edition of Vogue is to summarize all the information contained in the magazine in brief and practical terms.

It also anticipates, with advance news and illustrations, trends that will affect the merchandising of future fashions. This material will not reach the public until succeeding issues of the magazine.

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Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue if their subscriptions are placed direct with the publisher—not through any agent or agency.

Trade subscribers are also invited to consult us, either in person or by letter, on questions of fashion, merchandising and promotion. For information write Vogue Editorial Service Bureau, 420 Lexington Ave., New York City.

JUNE 15, 1932

FASHION POINTS

Display cards for stores that want them

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*Vogue says: "Hand-knitted bathing-suits are as smart for your children as for you."

For the dress buyer:

*Vogue says: "A dress and jacket of semi-sheer crêpe is the perfect summer standby."

Vogue says: "Another version of the new tailored fashion for sports is the dress that looks as if it had been made to order by a good English shirtmaker."

For the accessories buyer:

*Vogue says: "Cotton calls for cotton accessories, too."

For the older woman:

Vogue says: "There are entirely too many attractive women of fifty looking ten years older because of that fantastic fallacy—that the older woman has no worlds left to conquer."

For the beachwear buyer:

*Vogue says: "Bathing-suits are not only brighter, but briefer."

Vogue says: "The bathing-suits which look loveliest and newest are in the light, bright colours and the deep, strong colours."

For the coat buyer:

Vogue says: "The great advantage of a beige or black silk coat is that you can wear it with printed dresses or with afternoon chiffons."

For the housefurnishings buyer:

Vogue says: "Nothing is smarter than simple country food and peasant pottery in summer."

LATEST PARIS CABLE

Evening Coats

EVENING COATS USUALLY LONG FOLLOWING DRESS SILHOUETTE, KEEPING BODICE SMALL, ALMOST INVARIABLY WITH BIG SLEEVES; BUT NEWEST PROPOSALS FOR WIDE SHOULDER PROBLEM ARE THREEQUARTERS SPANISH CAPES, WAIST OR HIP LENGTH Pelerines OF FUR OR FUR BORDERED FABRIC. STOP THESE ESPECIALLY GOOD WITH WIDE SKIRTS.

Day Coats

DAY COATS DISTINCTLY DIRECTOIRE, WITH ALMOST STRAIGHT SKIRT, SMALL FITTED BODICE, OFTEN WITH FITTED CORSELET OR BOLERO CUT. STOP OFTEN COLLARLESS WITH SEPARATE OR ATTACHED FUR SCARF WORN STRAIGHT DOWN EACH SIDE FRONT WITH SQUARED ENDS HELD IN BELT OR STOPPING SHORT AT OR ABOVE WAISTLINE, GIVING EFFECT OF MUCH COVERED FRONT BODICE.

Furs

EXPECT IMPORTANT RETURN FOX. STOP FURS IN NATURAL BANDS AS FOX, SABLE, MARTEN, ERMINE, ESPECIALLY BLACK ERMINE, REPLACING ALL FLAT TYPE FURS. STOP FUR TRIMMING ALWAYS AT TOP OF COAT IN COLLAR CUFFS OR FITTED BOLERO. STOP MANY SHORT FUR BIBS SOFTLY DRAPED TIED CLOSE AROUND NECK. STOP MANY HEAVY FUR CUFFS. STOP SOME FUR TRIMMINGS ON SLEEVES IN SPIRAL OR VERTICAL BANDS TO GIVE SLEEVE IMPORTANCE. STOP VIONNET CONTINUES CAPE COAT SLEEVES BORDERED WITH FUR. STOP FUR CAPE COLLARS CONTINUE. STOP GOOD ECONOMY SEPARATE FUR COLLARS, ESPECIALLY FOX USABLE DAY OR EVENING.

Millinery

STRONG TENDENCY TO PUSH HATS BACK OFF FOREHEADS, BUT NEW MOVEMENT ONESIDED SHOWING SIDE PART IN HAIR, AS CONTRASTING TO STRAIGHT HALO EFFECT TWO YEARS AGO. STOP MUCH USE CLOTH REPLACING FELT FOR TOQUES, SMALL BRIMMED HATS. STOP EXPECT RETURN TO SIMPLE SMALL BLACK HATS FOR FALL WITH TINY JEWELS, BROOCHES, NOVELTY CLIPS LIKE SCHIAPARELLI'S BARS, ETC.

Gloves

GLOVES, BUTTONLESS SUEDE PULL ONS, SIX BUTTON LENGTH, CLOSELY FITTING HAND, FINGERS, GENERALLY WORN. STOP SOME RESTRAINED ALMOST INVISIBLE TRIMMINGS ON PRACTICALLY STRAIGHT CUFFS, AS STITCHED MOTIFS, BORDERS, OR ROUND OR DIAMOND

PERFORATIONS. STOP DARK TO LIGHT SANDY ROSY BEIGES GO WITH EVERYTHING DAY,
EVENING. STOP GREGES ALSO GOOD DAY. STOP WINTER GLOVES WILL BE BLENDED TO
 FURS. STOP PEARL GREY WITH BLACK AND SILVER FOX NEWEST SMART SHADE. STOP
 SPORTS GLOVES HANDSEWN ONE-BUTTON LENGTH. STOP ANTELOPE, SUEDE, CHAMOIS, NEW-
 EST, BUT LOOSE NOT TOO BULKY PULL ONS CONTINUE GOOD.

Shoes

HIGH CUT DAY PUMPS CONTINUE, BUT NOW SIMPLER IN TRIMMING, MORE ADAPTED PRAC-
TICAL ALL DAY WEAR. STOP VAMP SURFACE OFTEN REDUCED NEAR EDGE BY CUTOUTS IN
 CROSSED STRAP OR LOOPED BOW EFFECTS. STOP NEW OPERA PUMPS WITH ROUND, OVAL,
 RECTANGULAR, OR STRAP CUTOUTS ON TOE MIGHT BE GOOD IN RESTRAINED VERSIONS.
 STOP NEW TEE STRAP MODEL HAS DOUBLE STRAP MOUNTING INSTEP HELD BY SLIDING
 CLIP, THEN SEPARATING ENCIRCLING ANKLE TO BACK. STOP DAY PUMPS WITH ONE
STRAP OVER INSTEP, OFTEN MOUNTING FROM SOLE BUTTONING AT SIDE, GAINING AT-
TENTION. STOP NORWEGIAN SPORTS SHOES STILL IMPORTANT, ALSO PEEL AND CLASSIC
 OXFORDS, BUT THESE NOT WORN TOWN. STOP CLASSIC SPORTS OXFORD LACING HIGH
 OVER INSTEP, USUALLY OF CALF WITH PERFORATIONS, STITCHINGS, LESS WORN TOWN
 THAN TWO THREE EYELET RICHELIEU TYPE. STOP LATTER KID, EITHER PLAIN OR LIZ-
 ARD TRIMMED, OR OF SMALL GRAINED LIZARD. STOP ALSO EXPECT THESE IN CROCODILE,
 BECAUSE STURDY, THEREFORE PRACTICAL, ECONOMICAL. STOP EXPECT SUEDE ALONE OR
MIXED WITH PATENT OR LIZARD. STOP PERUGIA'S NEW SMALL GRAINED SEAKID WEARS
 WELL, GOOD DAY, SPORTS.

Shoe Colours

BROWN IMPORTANT NOW, BUT EXPECT RETURN BLACK WITH BLACK FALL CLOTHES; ALSO
 REDDISH AND MAHOGANY BROWNS, SOME BRONZE, LITTLE BEIGE. STOP BLUE NOW POPULAR,
 BUT UNDOUBTEDLY WILL CONTINUE AS ECONOMY MEASURE.

Shoe Trimmings

BUCKLE INTEREST NEWEST IN LEATHER, AS TABS, TONGUES LOOPED OVER EDGE, OR BOWS,
 ROLLS, SCROLLS, CROSSED CORDS. STOP ALSO SOME METAL, ENAMEL, WOOD, BUCKLES IN
 SIMPLE SHAPES.

RECENT VOGUE QUOTATIONS

Examples of how retail advertising gains fashion authority by quoting Vogue

The Dallas Morning News, Dallas, Texas March 24, 1930

"Vogue" Gives 12 Rules for Chic Appearance —which every woman should memorize!

"Titch's" Gives 12 Examples

—which every woman should know for Easter!

Rule 1: Making your own dress is a real treat. It is the only way to get the best of both worlds. The dressmaker's work is the best, but the dressmaker's price is the worst. That is why you should make your own dress.

Rule 2: Pick up the dress that you want to wear. It is the only way to get the best of both worlds. The dressmaker's work is the best, but the dressmaker's price is the worst. That is why you should make your own dress.

Rule 3: Pick up the dress that you want to wear. It is the only way to get the best of both worlds. The dressmaker's work is the best, but the dressmaker's price is the worst. That is why you should make your own dress.

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Rule 12: Pick up the dress that you want to wear. It is the only way to get the best of both worlds. The dressmaker's work is the best, but the dressmaker's price is the worst. That is why you should make your own dress.

TITCH'S
GOETTINGER CO.

ABRAHAM & STRAUS
In the Dress Department for the price of a Dress Alone!

A COAT AND A DRESS

Two for the price of one!
\$17.50 \$15

Dark Print Dresses with Jackets
29.75

Two for the price of one!
\$8.50

John W. Thomas & Co.
"Behold the Fabric Hat" Says Vogue
And Shows Marie Guy's 'Week-End'

The fabric hat that's the latest and the best of its kind. It is the only hat that you can wear all day long. It is the only hat that you can wear all night long. It is the only hat that you can wear all year long.

RÉSUMÉ OF THE CONTENTS OF THIS ISSUE

Bathing-Suits and Beach Wear. Pages 26-31. An intimate glimpse of the "Undressed Life" on the Riviera.

Page 40. The bathing-suit uniform.

Bathing-Suits for Infants and Children. Pages 36-37. Tips on what makes a child smart on the beach.

Pages 56-57. Instructions for knitting children's beach things.

Daytime Dresses. Page 33. A useful type of country dress.

Page 34. The semi-sheer print ensemble is a summer necessity.

Pages 46-47. Shirring is a new note in hot weather town clothes. Touches of white make for coolness.

Sportswear. Pages 48-49. Vogue's New Portfolio of Smart Economies spotlights suits for their usefulness.

Pages 50-51. Three examples of chic with economy in golf and tennis dresses.

Evening Dresses. Pages 52-53. Five answers to how and why the summer evening dress can be inexpensive, yet smart.

Clothes for the Older Woman. Page 42. A polka dot crêpe de Chine ensemble is a gem in hot weather.

Page 43. Grey is lovely, and not necessarily old-ladyish, for evening.

The older woman is her loveliest in a tea-gown.

Page 44. The ageless evening dress. Hip length is a good length for the older woman's summer evening wrap.

Page 45. A good model for very formal afternoons or informal evenings.

One summer top-coat of the type that no woman of any age can do without.

The hand-knitted dress is ideal for sportswear.

Three good examples of suitability in hats.

Pages 54-55. Economical buys for the older woman for country, beach and town.

Millinery & Accessories. Pages 26, 30, 31, 33, 42, 45, 48, 49.

Housefurnishings. Pages 58-59-60. Inexpensive summer table appointments.

PARISCOPE

Five interesting fashion trends are seen in the sketches from Paris on this page. A full length evening wrap of Renaissance inspiration; a typical new evening silhouette with bluebell skirt and top-heavy bolero jacket; the single-breasted redingote; a coat like a dress with scarf yoke; continued wide treatment at the shoulders in evening décolletages.

A New Silhouette Trend 1. Short black velvet bolero with enormous puff sleeves. Note the even fulness of the skirt of this silver lamé and chiffon dress, also the uneven hem-line. The tomato crêpe sash tied in a huge bow at one side further contributes to the movement to add fulness in front, while heretofore it has been concentrated in back. 2. Full length evening wrap of Renaissance inspiration. Flat closed-in neck-line, emphasized shoulders, full sleeves, black velvet with strass buttons.

Two New Coats 3. White wool scarf yoke tied high on a blue wool coat giving it a coat dress look. The indications are that for autumn short-haired furs will be seen frequently in this same plastron-like effect. 4. The single-breasted coat is superseding double-breasted effects. This model is mustard-yellow, a colour to be noted. It has special details in its high cut lapels, high slit pockets and tucked sleeves. The brown accessories have interest since mustard-yellow is mentioned for fall as a combination colour with brown.

New Décolletages and Coiffures 5. Wide shoulder treatments, delicate pink with black are points of interest in this frock. 6. Tiny superimposed rolls of hair, the top of the head smooth, the whole effect close and flat. A newly revived décolletage, dropped off the shoulders, follows the trend toward width. 7. Stiff white satin ruffles taper into a bow at the back. 8. A dress in Patou's new blue suggests a removable capelet, rather than a jacket, as a means of changing a dress from semi-formal to very formal character.



ADVANCE SKETCHES OF FIVE SURE SELLING FASHIONS



The Vogue for Cotton Evening Dresses

The cotton evening dress will, no doubt, be a fast selling fashion. It should be promoted for juniors, misses and young matrons.

1. Crisp eyelet organdie with green taffeta sash. An excellent bridesmaid's dress, particularly for summer garden weddings.
2. Tailored printed piqué with belt and pockets, just like your favourite tennis dress. A separate cross barred organdie cape can do duty as a wrap in the country.
3. Cotton dress with guimpe and elbow sleeves.

The Exaggerated Brim for Summer

This summer's "big" hat literally lives up to its reputation. An important point in selling it is to keep the size of the brim in proportion to the height of the customer.

4. In "Biarritz" Agnès has borrowed from the Provençal peasant the typical shallow crown and wide drooping brim. White and beige picot with orange, green and beige grosgrain ribbons.
5. Reboux's "Pour Vous, Madame," revives interest in natural leghorn. Red poppies of feathers.



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Cotton Conquers Coats and Invades Town

Two of the most important phases of the cotton trend are the top-coat and town clothes made of what was once considered purely a sports dress fabric.

6. Nothing could be newer for summer in town than this suit in beige and brown plaid cotton. The blouse is of handkerchief linen.

7. The full length white ribbed cotton piqué coat is an excellent type for resort wear.

Notable Trends—Flannels and Swagger Coats

Flannel following Riviera indications becomes an important summer fashion. So does the swagger coat.

8. Blue and white checked flannel is seen in an excellent golf skirt.

9. White tweed swagger coat, though flannel would be equally good.

10. Again flannel in this typical viyella suit in white or grey.

11. An extra jacket is a country indispensable. The model shown is of white flannel.

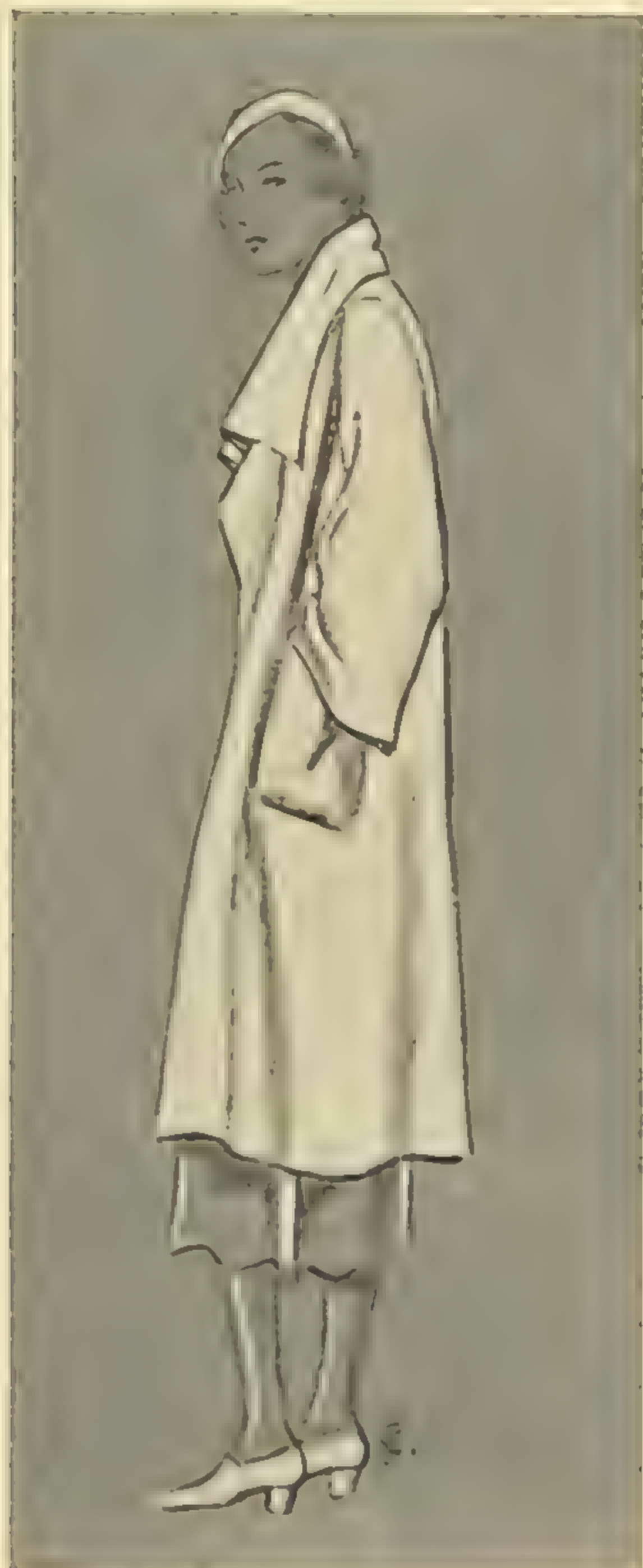


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TRAINING FOR SALES

Do's and a Don't at Sale Time

A tour of the shops during spring clearances has suggested that certain elementary points of selling be reviewed with the sales force in preparation for the sales and the dull days of summer.

Do

Your utmost to keep stock fresh-looking during sales. Pin belts to dresses and make sure that each dress or suit is returned intact after being tried on. Lost belts and buttons often cancel sales. See that rumpled blouses and frocks are pressed. It is just as important to move old stock as new, and the only way to sell any merchandise is to keep it as fresh-looking as possible.

Be on the lookout for puzzled faces among the women mulling through the racks. Some women are completely dismayed by seeing many things at once. Sales girls should be instructed to offer help to them and wait on them as if there were no one else in the shop.

Another tip for sales people is to pick out the natural hunters and leave them alone to hunt until they have bagged their game.

The floor should be arranged so that some quiet corner is left free for the regular customer who happens in at this inconvenient moment to look for something new and fresh. She should not be allowed to go away feeling it is hopeless to shop before next October.

Don't

During the dog days, the sales force should not feel that nobody will buy anything anyhow. This feeling of fatality is quickly communicated to the customer. It is well to realize that in these days of economy few people venture on the scene of temptation without the real intention of buying. There is some consolation in the fact that, even if business is slow, it is considerably more definite than in the old days of countless "lookers". Today's shopper is much more apt to reward painstaking attention with a sale.

Every train requires more steam going up hill. Every store requires more selling in the dullest months of a depressed year.

PROMOTING FOR PROFITS

How To Buy with Real Economy

In the June 1st Trade Edition we told you of Vogue's New Portfolio of Smart Economies. In this issue we show it to you, beginning on page 48 and ending on page 60.

There is material in this portfolio to interest not only the regular ready-to-wear department but also the departments which have numbers of more mature women among their patrons. Children's fashions are considered and the departments selling table appointments to summer hostesses.

Study these pages because they demonstrate the theory that true economy is a matter not of the cheapest thing one can find, but a case of the thing that will be most useful in one's wardrobe and which is of sufficiently good quality to stand up under the test of constant wearing.

Vogue is preaching the soundness of this theory. Why not get aboard the band wagon and follow up this authentically launched propaganda with your own advertisements on merchandise that is economical because its qualifications are right and its price moderate, rather than obviously too cheap to be good?

Such advertisements should be phrased in straight from the shoulder sales talk. An example would be:

"These dresses at \$19.50 are economical buys because, 1. The material is so-and-so's washable crêpe. It will really stand up under many tubbings. 2. This group of dresses was made by a manufacturer whose clothes are recognized by professional buyers as being exceptionally well cut and finished. Therefore, the fit is right—the lines will be good as long as you wear the dress. 3. This type of dress is right for most average needs in summer—a general, all round, semi-sports dress that looks appropriate on practically all daytime occasions. Thus, these dresses are economical finally, because they are the kinds of clothes in which you can practically live."

Here is another idea to stimulate business in the slower summer months. Run a series of windows under the slogan—"The economy buy of this week." Various departments can be alternated or, if you have more than one window at a time to devote to it, several kinds of merchandise can be featured simultaneously.



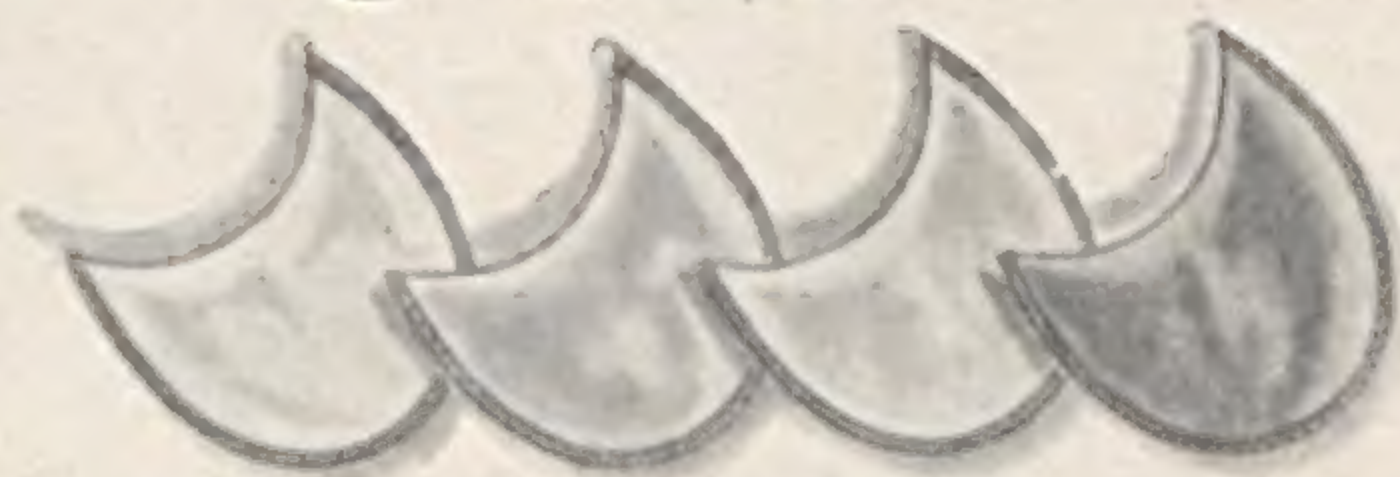
Can you afford to risk your frock? *Kleinert's protection is inexpensive and SURE!*

Seems like rank extravagance to spoil a perfectly good frock for want of a pair of dress shields! Especially when you can slip into one of these cute little "up-lift" bandeaux and find yourself all equipped with Kleinert's guaranteed protection. . . . Same way with skirts. A Panelette will prevent wrinkles in your skirts and also guard them adequately in

any emergency. And it's as dainty and cool as your nicest lingerie. . . . While you're at the Notion Counter looking at the bandeaux ask to see the girdles to match—so inexpensive and so smartly-cut you'll want several sets. . . . In fact, *all* these Kleinert's garments are the most *amazing* values—same fine *quality* as ever—but repriced for this year's budgets.

Kleinert's

T. M. REG. U. S. PAT. OFF.



Kleinert's Dress Shields for all purses and all occasions • Every pair guaranteed



Between kitchen and breakfast nook, a telephone does double duty. It prevents interruption of the day's most hasty meal. And it permits constant contact with friends or stores from this busy household headquarters.



The modern living-room has a telephone . . . beside the lamp and easy chair . . . for full comfort and convenience.



TODAY'S brides begin home-making with a host of conveniences that their mothers never knew. Things to make toast, waffles, coffee, music. And telephones throughout the house!

Two live as one much more happily and comfortably when there are *enough* telephones. In *her* kitchen, a telephone lets her talk to family, friends, or grocer, without burning the biscuits. Another by *his* easy chair, prevents interruption of after-dinner pipe and paper. And another, in the bedroom, avoids dashing downstairs by day, provides protection at night. Together, they save steps, time and tempers.

But not only brides and grooms benefit by this convenience. *Any* home or apartment can be made more livable by having handy telephones at handy places. The local telephone company will help you plan your telephone arrangements, without charge. Just call the Business Office.

The briefer the better



- For your place in the sun!
- Streamline suits that are little more than a flash of color in the water. Slim, young, back-less... the suits that have been sunning themselves on the smart California beaches this season. These are the suits you'll see on the fashionable Northern beaches this summer!
- They make you swim like a fish and look simply divine... their flattering high waistlines and "Evening backs" make the most of your good points. Your hips will look slimmer... your shoulders broader... your legs longer.
- But exciting lines are not the only thing HOLLYWOOD Swim Suits have to offer... they're made smartly, too... of fine, silky-soft zephyr or with the knubby "hand-knit" effect that is so chic. Both yarns and suits are treated so there will be no stretch or shrink.
- The patented seamless crotch is marvelously comfortable... the leg bands won't roll up or go flappy. The colors are gay... seamanlike... white, Balboa blue, popcorn yellow, nut brown, seaspray... you'll find all the smart ones... you'll love them!
- HOLLYWOOD Swim Suits are made by West Coast Knitting Mills, Los Angeles, California. In Canada, The Regent Knitting Mills, Ltd., Montreal. New York Show Rooms, 385 Fifth Avenue.



• Above (HOLLYWOOD Model #565) A "hand-knit" of unusual charm... highwaisted to give that slim-hipped effect... snugs every curve perfectly... has that knubby, heavy look to the eye, but is actually feather-light... no more resistance in the water than your own sun-tan... adorable in white... available in fifteen fascinating shades and colors.

Swim Suits by

"HOLLYWOOD"

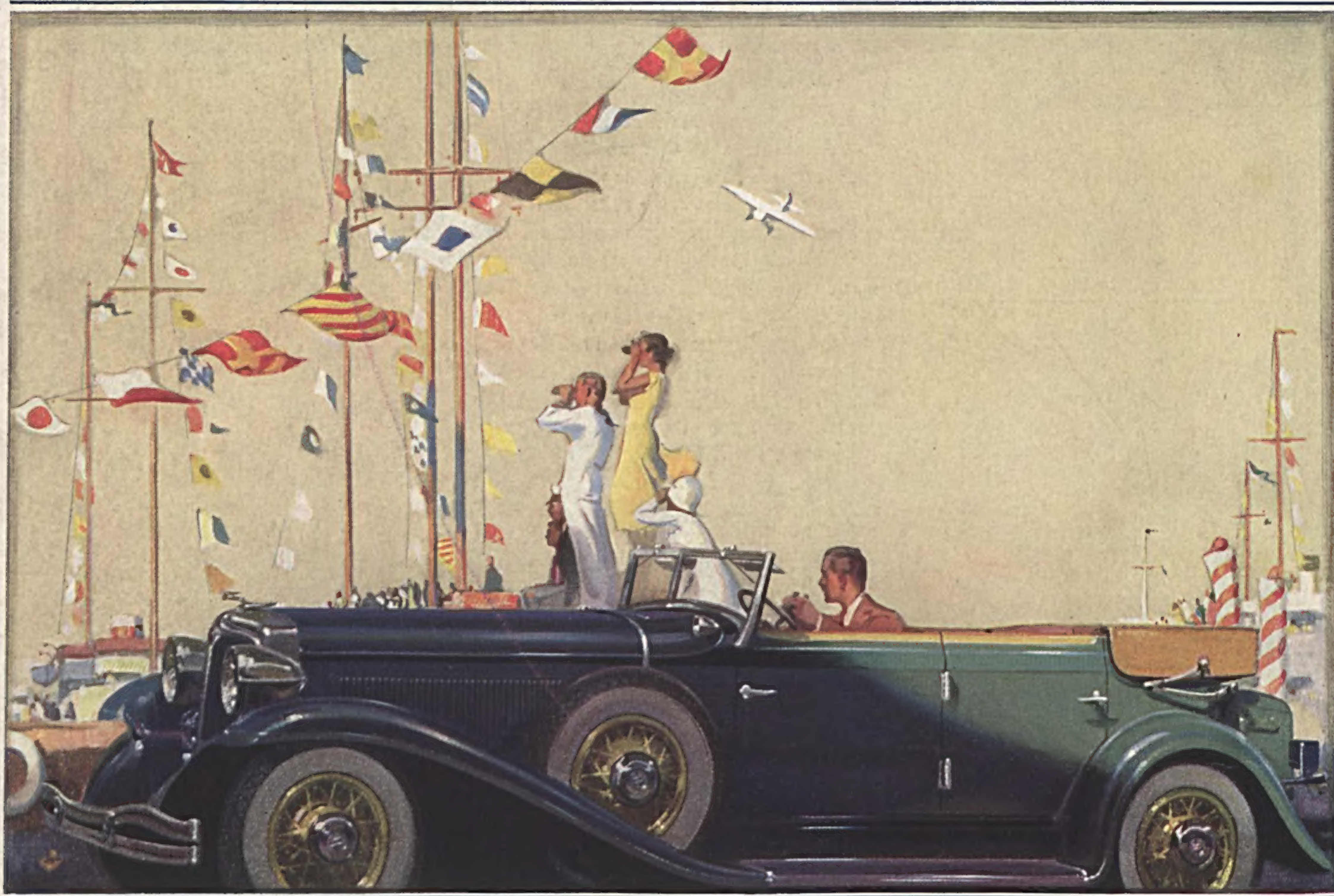


• Above (HOLLYWOOD Model #550) Nautical... and awfully nice! A little mess-coat suit like the sailor boys wear... "salty" right down to its stars, brass buttons, and the striped V neckline... sun-tan back... colors as shown, and four other combinations.

• Right (HOLLYWOOD Model #525) Beauty and the Brassiere... as HOLLYWOOD sees it... really very little to talk about... but what little there is has that unmistakable flair of smartness that distinguishes every swim suit bearing the HOLLYWOOD label... thirty thrilling shades to choose from, with buttons and rings to harmonize.

• HOLLYWOOD Swim Suits are manufactured and styled in California in a complete line for women, juniors, infants, men and boys.

Y O U ' L L B E H A P P I E R W I T H A C H R Y S L E R



THIS IS THE LIFE!

MAYBE it's because convertible cars have a particular swank; maybe it's because they have two-in-one utility—in either case, or both, it is obvious that convertibles and coupes are strongly in vogue.

The increasing popularity of these smart and useful body types finds Chrysler in the forefront, with convertibles meeting every desire. Chrysler has created outstanding convertible sedans and coupes in four different chassis sizes—ranging all the way from \$935 to \$3595.

The convertible sedan pictured above is that of the Chrysler Imperial Eight, listing at \$2195. Wheelbase, 135 inches; engine, 125 horsepower . . . a magnetic and magnificent motor car. Just to look at it makes you want to drive it.

Together with all the style and luxury of Chrysler's new convertibles,

and of all other Chrysler models, there is an entirely new sensation in Chrysler performance. New results due to Floating Power engine mountings. Smoothest, quietest power you have ever experienced. Not the slightest engine tremor at any car speed. Not the slightest suggestion of engine effort.

The most refreshing of all cars to drive. Shock-proof steering. Effortless gear shifting. Squeak-proof springs. Strongest, safest bodies. Surest, safest brakes. Chrysler's unrivaled Hydraulic Brakes are always self-equalizing, and have Centrifuse drums that give *five times* the wear of ordinary brakes.

There's everything about a Chrysler to make you like it—and keep on liking it. There's just no equaling Chrysler engineering or Chrysler results.

A new Chrysler Imperial Custom Eight, six body models, \$2895 to \$3595 • a new Chrysler Imperial Eight, three body models, \$1925 to \$2195 • a new Chrysler Eight, five body models, \$1435 to \$1695 • a new Chrysler Six, five body models, \$885 to \$935 F. O. B. Factory • (On Sixes, the Automatic Clutch is optional at \$8 extra and Oilite Squeak-Proof Springs are optional at \$10 extra) • Duplate Safety Plate Glass standard on Custom Eights. Obtainable on Six and Eight Sedans, \$17.50; on Imperial Sedans, \$20 • all 2-passenger Coupes, \$9.50. All closed models wired for PHILCO-TRANSITONE RADIO.

FLOATING POWER • AUTOMATIC CLUTCH • SILENT GEAR SELECTOR • FREE WHEELING • INTERNAL HYDRAULIC BRAKES • OILITE SQUEAK-PROOF SPRINGS • DOUBLE-DROP GIRDER-TRUSS FRAME

CHRYSLER IMPERIAL

WITH PATENTED
FLOATING POWER

Tune in on CHRYSLER MOTORS RADIO PROGRAM "Ziegfeld Radio Show" personally conducted by Flo Ziegfeld—Columbia Coast-to-Coast Network

